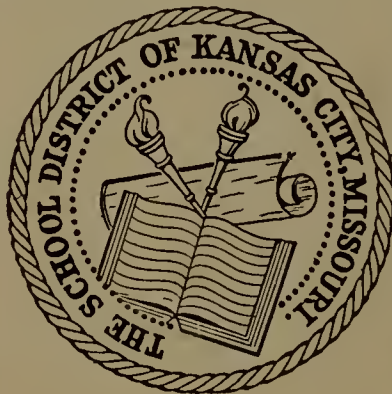


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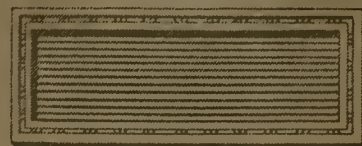
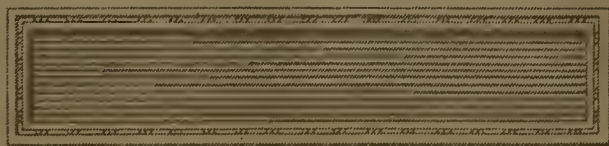
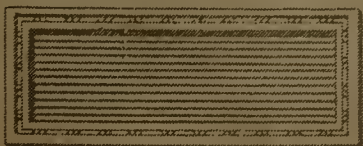
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REFERENCE USE ONLY

Merchants Record and Show Window

January, 1921



The February Issue Will Be Our Big Spring Number



No. 822 C/M

Our New Chicken Model
Costume Form



822/150

NAKED OR BAREFOOTED

THE PUBLIC WILL NOT GO

1921

Will be the most wonderful year in the business development of this country that has yet been experienced. Are you prepared to

GET YOUR SHARE?

Politics, League of Nations, Re-adjustments, inflation and deflation, Labor troubles—not one, nor all of these combined can stop the everlasting.

AVALANCHE OF HUMAN WANTS

Shoes and Clothing, and every need for Creature Comfort are going to be bought next year as never before.

YOUR SHOW WINDOWS

will do more than any other advertising effort to stimulate sales and win an increasing share of trade.

Send To-Day

for your copy of our big new catalogue, that will help you to get Better Displays and win Bigger Business.

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**

*Makers of the Famous Mannequin Products
THE Display Forms*

New Uptown Exhibition Rooms
1244 Broadway, Imperial Hotel Bldg.,
at 32nd St.

Factories:
Rochester, N. Y.

Offices also in

Boston, Mass.
52 Chauncey St.

323 101

Pittsburgh, Pa.
137 Seventh St.



No. 832 C/M

Our New Chicken Model
Waist Form

OUR BOYS' FORMS
are just as accurate and
fine as our Men's and
Women's Display Forms.



No. 802
Boys' and Girls'
Forms

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVIII

NUMBER 1

Contents for January, 1921

| | Page |
|--|------|
| Modern Store Equipment - - - - - | 19 |
| How to Write Retail Ads - - - - - | 23 |
| Notes from New York - - - - - | 27 |
| F. F. Purdy | By |
| Interesting Anniversary Display - - - - - | 33 |
| Order Early this Season - - - - - | 34 |
| A Forward Step - - - - - | 34 |
| Sunday Advertising - - - - - | 34 |
| Our Monthly Contest - - - - - | 35 |
| Our Service Department - - - - - | 35 |
| How to Make Show Cards - - - - - | 36 |
| By G. Wallace Hess | |
| Arguments for the Ad-Man - - - - - | 38 |
| New Stores and Improvements - - - - - | 41 |
| Free Employment Service - - - - - | 42 |
| Personals - - - - - | 42 |
| I. A. D. M. - - - - - | 43 |
| Color Matching Lamps - - - - - | 46 |
| Window Decorations and Equipment - - - - - | 48 |
| Wants and For Sale - - - - - | 63 |
| Index to Advertisers - - - - - | 63 |



No. 1690



No. 1689



No. 1603



No. 1691

Just to give you an idea of the "completeness" of our window display line.

The tables shown are of the classic William and Mary Design.

The height of the tallest table shown is 30 inches, the smallest is 6 inches.

No. 1603 is made either oval or circular in shape.

These fixtures are shown and described fully on page 12 of our WOOD FIXTURE catalog.

Our complete fixture guides are ready to mail.

HUGH LYONS & CO.

"Make buyers out of Passersby."

LANSING, MICH.

SALESROOM

Chicago
232 S. Franklin St.

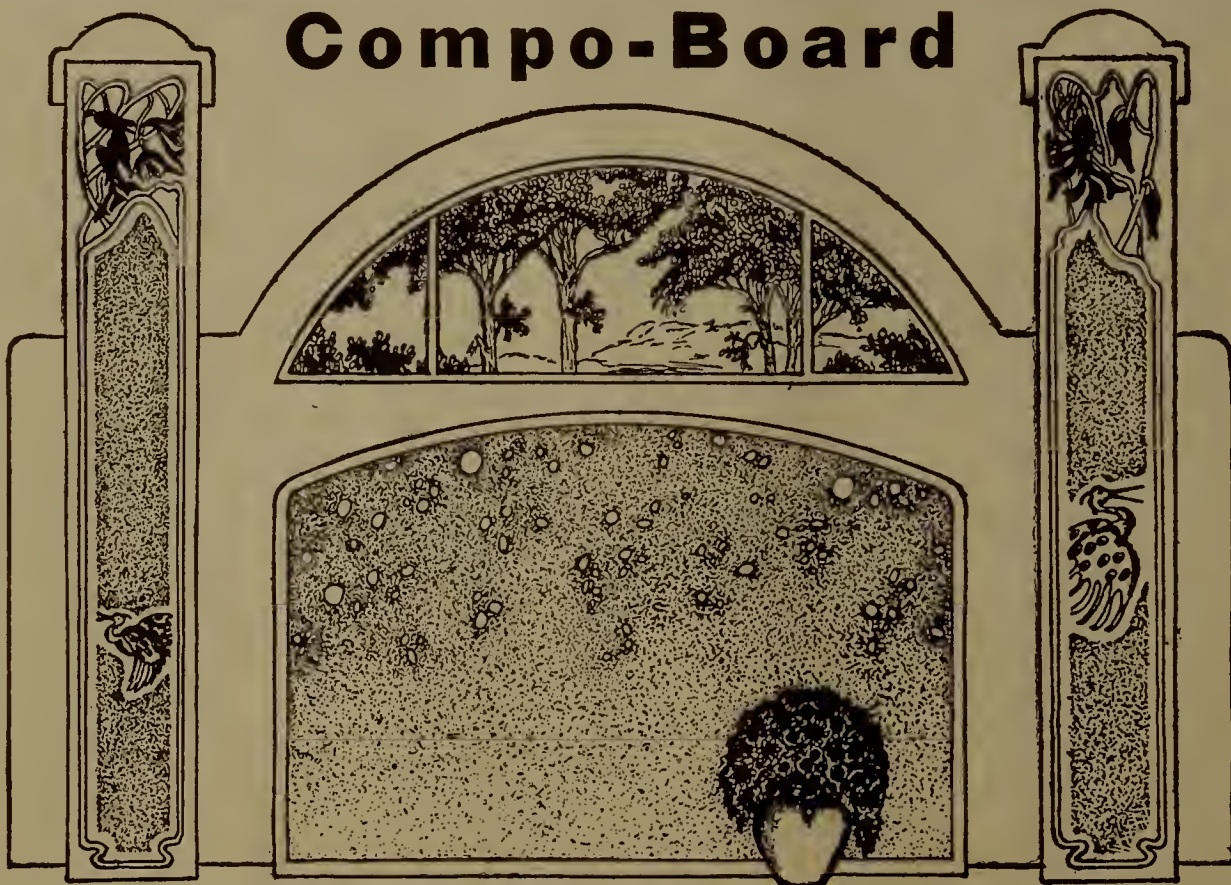
SALESROOM

New York
35 West 32nd Street

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA



French Wax for Spring Displays

are of a new Animated Type. Full of Life and absolutely new

These, the very latest idea in Wax Figures, will be illustrated in our New Spring Circular now on the press. In order that you may be sure of seeing our illustrations of these figures, send us your name for our mailing list.

The Better Your Forms the Better Your Sales

FRENCH WAX FIGURES are the finest figures made in America by the French process made by oldest exclusive manufacturers of Wax Figures and Forms in this country. The fact that we have several thousand different styles in our line will give you some idea of this, the largest wax business.

Order Early—

there is no time to spare in preparing for your Spring and Easter Openings. Easter will be on March 27th—your displays will have to be placed the first week of March. By writing now for our new circular and catalogue, you can order your Wax Figures and Forms and be assured of delivery in time for the showing of your Spring Garments.

PAPIER MACHE FORMS in endless variety for Coats, Suits, Dresses, Waists and for Draping Fabrics.

Write at once for our New Spring Prices

French Wax Figure Company

73 W. Water Street

Milwaukee, Wisconsin

CHICAGO, ILL., 14th Floor, Medinah Bldg.

LOS ANGELES, CAL., Karl Stern Co., Inc., 314 S. Los Angeles St.

DENVER, COLO., Walter W. Martin, 319 14th St.

COLUMBUS, OHIO, Chas. R. Vetter

SPRING FLOWERS

We have the most complete and greatest line for the least money and prices are those you can afford to pay. Place your order early.



5074 Almond Blossom Spray.

Just the thing for your early spring decoration or white goods sale. The most beautiful tints of pink or lavender. Length of spray, 28 inches.

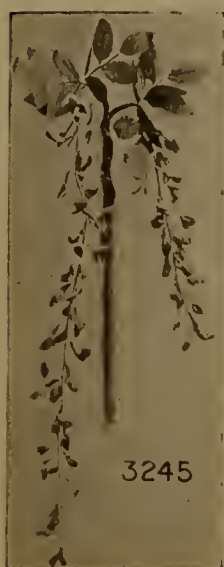
Per dozen\$ 4.95

Per gross 52.50

5096 Violet Vine, with 12 leaves, 12 flowers.

Per dozen\$ 2.25

Per gross 24.00



3245 Japanese Wistarias. Two flowers with foliage. Size, 11x24 inches. Pink or lavender tints.

Per dozen.....\$ 4.00

Per gross..... 45.00

Loose Apple Blossoms. This cut shows the apple blossom on natural branches. These can be made up easily and attractively for large interior decorations. The branches can be used in the natural color, white or with alabastine, then the flowers and foliage can be placed on same. This cut merely gives you an idea how the flowers and leaves can be placed.

2500 Large Size Apple Blossoms. Per thousand.....\$4.50

2501 Regular Size Apple Blossoms, without centers. Per thousand..... 3.90

2502 Regular Size Apple Blossoms, with centers. Per thousand..... 5.50

Apple Blossoms, with stems, to be placed on leaves, at 50c per gross.

Per thousand 3.25

Cloth Apple Blossoms. Regular size. Per gross..... 1.25

Per thousand 8.75

Can make prompt shipment on above Goods.

Write for our spring circular.

J. F. Gasthoff & Company

Leading Manufacturer of Artificial Flowers and Decorative Supplies.

DANVILLE, ILLINOIS



8024 Cherry Blossom Spray, with buds.

A very beautiful spray for the early spring season. Size of spray, 16x26 inches.

Per dozen\$ 6.50

Per gross 75.00

5098 Apple Blossom Vine, with 12 leaves and 12 flowers.

Per dozen\$ 2.25

Per gross 24.00

3022 Japanese Wistaria Blossom, without foliage. Length, 12 inches. Comes in purple, lavender, light and dark pink shades. This is one of the most beautiful blossoms to use for interior decorations, with the natural smilax or artificial foliage.

Per gross..\$5.50

Natural Smilax. Right from storage for immediate shipment. Covers 600 square feet. Price per case.....\$6.00



Kawneer

SOLID COPPER

STORE FRONTS

Give Your Merchandise a Chance to sell itself through proper display.
Kawneer Store Fronts have solved display problems for more than 100,000
successful merchants. They provide show windows that permit merchandise to
tell its own story.

Your merchandise will draw sales into your store if you give it a
chance to talk.

Let us show you how a Kawneer Store Front on your build-
ing will boost your sales by drawing more and more people
into your store.

Every Merchant Should Have a Copy of this Valuable Book

THE
Kawneer
COMPANY

NILES MICHIGAN

The
Kawneer
Company

2102 Front Street,
Niles, Mich.




Please Send Me a Copy of Your
New BOOK OF DESIGNS

Name

Address




Just Tear Off Coupon and Pin It to Your Letterhead




Exquisite New Designs for Spring Decorations

UNMISTAKABLE newness of design—unexpected artistic touches original with us and shown for the first time this season—are distinctive features of our gorgeous line for Spring 1921. Exquisite designs, splendid coloring and refined workmanship combine to express the highest possible art in store and window decoration.   

This brilliantly original line is now being shown throughout the United States and Canada by our traveling representatives. A request will insure your seeing this line.

The greatest advancement ever known in Colored Window Lighting

Our patented, motor-operated spot-light changes the color of your display automatically and continuously without attention after starting. This clever device can be concealed in the window and produces magical effects in alternating colors. The effectiveness of your display will be multiplied by its continuous transition from one beautiful color to another.   

This new and novel window attraction will be demonstrated throughout the country by our road salesmen. Make a point of seeing it.   

Do not order Spring Decorations before seeing our line

Natural Plant Preservers Co.

233 Fifth Avenue

:—:

:—:

New York

Northwest Corner of Fifth Avenue and 27th Street



Japanese Decoration In Your Show Windows

An authoritative treatise on Japanese Decoration, applicable to show window displays.

This work comprises an exhaustive study of Japanese decoration and art and is acknowledged an authority.

The Display Managers' Handbook of Decoration JAPANESE SERIES

By L. S. Janes

is published in two volumes, either volume is complete in itself.

Each volume contains sixteen 10"x13" working drawings, a condensed history of "The Arts of Japan" and a beautifully lithographed color chart showing twelve complete color schemes typical of Japanese decoration.

These volumes are handsomely bound in loose leaf form, portfolio style.

IN TWO VOLUMES—\$5.00 PER VOLUME

Send us your order with remittance today, or we will send invoice with book. As each volume is complete in itself, either volume will be sent on request.

THE MERCHANTS RECORD COMPANY
5707 West Lake Street, Chicago

DISPLAYMEN'S HANDBOOK SERIES

Displaymen's Handbook of Decoration (Egyptian Series), \$5.00.
Displaymen's Handbook of Decoration (Japanese Series), in two volumes, \$5.00 per volume.



AS KROES

INTEREST IS RUNNING HIGH *in the* STARTEX WINDOW DISPLAY CONTEST

SINCE the Startex Window Display Contest was inaugurated on July 1st, and the unusually fine prizes announced, displaymen have been bending their efforts to the presentation of Startex in their windows.

The contest remains open until March 15th, 1921, so there is plenty of time for you to make your showing. Do not delay on this ground, however. Several Startex displays will multiply your chances of winning a prize by just so many times.

These are the prizes, shown in reduced size



Front and side views of the First Prize, a twenty jewel, solid gold, gold dial, thin model watch. Value \$125.00.

Third Prize. 36-Piece Set of Rogers' 1847 Silverware. Mahogany Chest. Louvain Pattern. Value \$62.00.

Second Prize. 45-Piece Set of Rogers' 1847 Silverware. Mahogany Chest. Cromwell Pattern. Value \$105.00.



The next five prizes consist of a \$10.00 gold piece each

CONDITIONS of the CONTEST

Awards will be made from photographs sent by the contestants. Each picture must be of a window placed between July 1st, 1920, and March 1st, 1921. All photographs must reach us by March 15, 1921, and all signs or marks of identification on the photographs must be removed or covered. Each photograph is to be signed with a fictitious name. The real name of the contestant is to be placed in a plain envelope, sealed, and the fictitious name written on the outside. A description of the display must be printed or pasted on the back of each photograph submitted.

Points to be considered are orderliness, effectiveness, selling power and originality.

This contest is open only to stores carrying Startex at the time the competition was originally announced. Startex, however, is very likely to be found in your linen and towel or domestic departments, as over 4,000,000 yards have been distributed during the past year. If you wish further information send for the folder descriptive of the contest, which includes suggestions for displays.

STARK MILLS, MANCHESTER, N. H.

INTERNATIONAL COTON MILLS

J. Spencer Turner Co., Selling Agent, 56 Worth St., New York City



BEAVER BOARD

You can't expect
Beaver Board re-
sults unless this
trademark is on
the back of the
board you buy.

FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS

Dress Up the Whole Store

By building up more attractive windows, by providing snappy cut-outs, by making more attractive backgrounds and display forms, Beaver Board helps you dress up the whole store.

Besides Beaver Board facilities trade by building up many conveniences throughout the store. Attractive rest rooms, display rooms, dressing booths, music rooms, offices, etc. help to make sales easier. There are many uses for this knotless, crackless manufactured lumber in the store. The important thing is to be sure that the

Beaver Quality trademark is printed on the back of the board you buy. With this mark the result is insured.

Beaver Board is a permanent sort of material—it can be used over and over again. Our Builders Service Department is prepared to give many helpful suggestions for its use. Send for our booklet "Beaver Board and Its Uses."

THE BEAVER BOARD COMPANIES

Administration Offices: Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng.

District Sales Offices at Boston, New York, Baltimore, Atlanta, Buffalo, Cleveland, Cincinnati, Detroit, Chicago, Minneapolis, St. Louis, Kansas City, Dallas, Denver and San Francisco.

Distributors and Dealers Everywhere.

I saw it in the January "Merchants Record"—Page 9



Happy New Year

Fulfilling our promise to bring down the cost of your supplies

EVERY ARTICLE REDUCED

CARD BOARD

White only—Size 22x28

DIRECT MILL WAREHOUSE SHIPMENTS

| | Per 100 sheets | Per 50 sheets |
|---------------------------------|----------------|---------------|
| 6 ply coated one side | \$ 6.95 | \$3.95 |
| 6 ply coated two sides | 7.40 | 4.20 |
| 8 ply coated one side | 7.95 | 4.40 |
| 8 ply coated two sides | 8.40 | 4.70 |
| 10 ply coated one side | 8.95 | 4.95 |
| 10 ply coated two sides | 12.90 | 6.95 |

No Charge for Crating—Samples on Request
Prices F. O. B. Warehouse

SIGN CLOTH

36 inches wide, 60 yards to a roll \$9.60 per Roll

OIL CLOTH

48 inches wide 12 yd. roll, \$5.75. 24 yd. roll, \$11.25

POSTER PAPER

35 inches wide, approx. 10 lb. rolls \$2.25 each



Complete set of 5 Show Card Brushes—
3, 6, 8, 10, 12—\$1.00; worth \$2.50.

Show Card Colors

20% off list this month
Carter's—Devoe—Bissell's

| | | |
|----------------|------------------|-----------------|
| Pint bottle | ½ Pint bottle | 2 oz. bottle |
| 88c each | 52c each | 20c each |

Furnished in all popular colors.



FREE

with every order of \$5.00 or more from this "ad."

Does a quick, clean job of beveling, stencil cutting. Thousands being sold to card writers everywhere. Cuts like a razor because it has a razor blade. Interchangeable.

PRICE ALONE, 45c each

Will it Cut? Oh! Boy!!

READY—NEW 1921 CATALOGUE—SEND FOR FREE COPY.

TERMS: CASH WITH ORDER—NO GOODS SHIPPED C. O. D. WITHOUT DEPOSIT.

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

Spend Money on Your Spring Displays But—Spend Wisely!

Schack's
New Catalog
"The Secret
of Successful
Window
Displays"
Now Ready
for the Mail

The times are here when every business house has to make extra efforts to attract the crowd and boost sales for the coming Spring season—but Economy is in order! Watch the expenses!

Our New Catalog "The Secret of Successful Window Displays" Will Save You 50 to 70%

This new catalog contains 56 pages and hundreds of illustrations. Every decoration is shown in colors. It is the only catalog that enables you to select definite colors for your displays. Schack's Color Keyplate is the new feature. Every displayman and every merchant should have a copy.

WRITE TODAY—IT IS FREE!

And Here Is a New Idea in Backgrounds

Schack's Practo—Art Settings

These settings are different than any you have ever seen. They are artistic, practical and inexpensive. They are interchangeable. These new settings, after having served in the windows for several months, can be used in the interior in hundreds of different ways.

Write for Your Copy Today

5% special discount on all orders placed before
February 15th, 1921.

The Schack Artificial Flower Co.

1739-41 Milwaukee Ave.

CHICAGO, ILL.

ESTABLISHED 24 YEARS

Keen Ideas in Decorative Treatment for Spring



Series S. J. No. 101.—Unusual decorative value is obtained in the use of this new hanging panel idea. The design and coloring effect add distinctiveness when suspended on any permanent or temporary background. The painting is done in high coloring on a wall board panel and then suspended by decorative cords and tassels from a beam in harmony. Size of panel, 2 ft. wide, 4 ft. long; length of beam, 4 ft.; length of cords are ample for any background. Price complete.....\$12.00

Use these Modern Art creations illustrated on this page for your Spring and Easter exhibits.

The character of art embodied in this work is of the highest type.

Our prices enable you to treat your display windows and your store interior extensively at a very low cost.

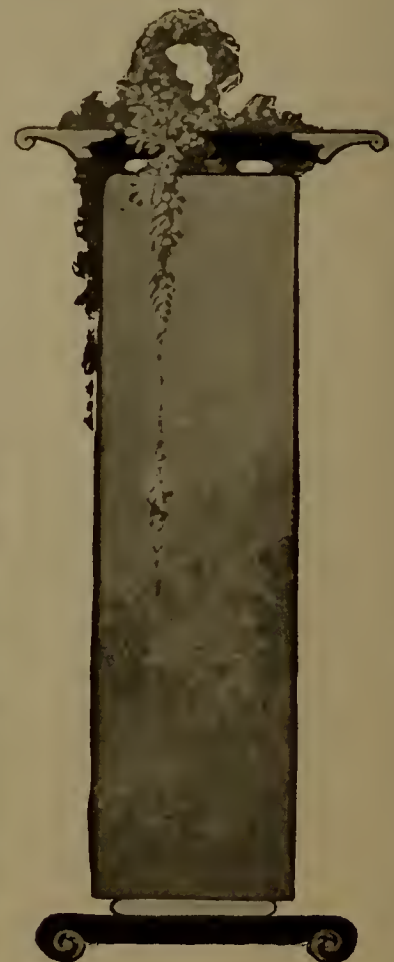
Take advantage of our excellent delivery service. Place your order right now. It will eliminate delay and disappointment.



Series S. J. No. 102.—This decorative art piece qualifies for a background setting in small display windows or ledge treatment. It is constructed of wall board and lumber and effectively festooned with spring foliage, rich colorings predominate, which make this item an ideal embellishment. Size, 4 ft. high x 5 ft. long. Price, complete\$20.00



Series B, No. 251.—Rich color effect and attractive composition combine most harmoniously in this dainty panel background setting. It is adaptable for numerous display purposes. Special panel background, made entirely of wall-board and lumber, relief work in plastic ornamentation. 7½ ft. high x 9 ft. long. Price.....\$40.00



Series S. J. No. 103.—A set piece of this character simplifies decorative treatment; it is adaptable for many purposes and enables the display man to work out an exhibit where economy must prevail. Colorings and special foliage are included to contrast with most other surrounding decorations. Wall board and lumber are the materials used in construction. Size, 18 in. wide, 6 ft. high. Price, complete..... \$17.00

Modern Art Studios

431 North Clark Street
Chicago, Illinois



THE DECORATORS SUPPLY COMPANY

FIXTURES for Window Displays have proved the best means of keeping the public informed on the distinct class of merchandise you sell. Harmonizing color effects with our Colonial Fixtures appeal especially in displays showing women's wear — they discriminate.

YOU WANT PROFITS

Help build prosperity in your community and incidentally AID in building up your profits by using our fixtures in your next Window Display.

Catalogue D. is free and, in addition to illustrating fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures shown — a
pleasing adaptation of
Colonial Design



“SAMPELOG”

We have made up one hundred lines of samples each comprising fifteen examples of our best floral numbers for Spring. These sample lines we designate as our traveling samples or “Sampelogs.”

OUR PLAN

If you are located in a town or city not visited by road-men for the various lines of window decorations, or in particular by our traveling men, we will be pleased to send you these samples prepaid. At the end of three days or sooner, return them to us, **collect**, preferably with your order.

Note.—West of Rocky Mountains we pay express one way only.

NO OBLIGATION

Please understand that in sending for these samples, you are not obligated in any way other than to return them promptly.

AN OPPORTUNITY

By showing these samples to other stores in your city you can easily get orders for these flowers. Our prices are low enough for you to net a profit of from 20% to 50%.

WRITE US TODAY

Requests for these samples will be filled in the order of their receipt. We suggest that you write us at once as we can help you to make a big saving on your spring displays.

R. E. GEBHARDT CO.

*Manufacturers and Importers of Artificial Flowers,
Baskets and Decorations*

Gebhardt Bldg.

322-324 West North Ave.

Chicago



NEW EMBROIDERED BACKGROUNDS FOR UNIT TRIMS

have been added to the Kichler line. Think of the effect! Rich, soft, velvet embroidered in harmonizing colors, mounted on board, the whole surrounded by a well designed and finished frame. The finish and color scheme of these backgrounds can be made to harmonize with the general scheme and arrangement of your windows. These backgrounds are also made with scenic panels and combined, offer splendid opportunity for numerous changes. We will gladly send you photographs of our complete line for your inspection.

“KICHLER” VALANCES



We will gladly submit special colored sketches for valance treatment of your windows. Send us your window layout and measurements.

THE L. A. KICHLER CO.
717 Lakeside Ave., N. W.,

Cleveland, Ohio



Copyright 1920

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France

The New Fixture With a 1000 Uses

Adds Human Interest to the Merchandise Displayed

Use it for neckwear, lingerie, petticoats, beads, bags, furs, veilings, and lace displays. Also makes an excellent draping stand for dress goods, when using the upper head alone.



The only fixture that really shows neckwear to an advantage. Beads or bags may be used effectively in connection with the neckwear displays.



Showing stand untrimmed. Stand is made with heavy 7-in. round base, 30-in. upright. Heads are mounted on heavy strip, which are attached to the brackets on the upright, which allows a great variety of different positions.

Heads are cut out of wall board, hand finished in beautiful, natural, life-like colorings. Durably constructed and cannot be compared with the ordinary air brushed head. Heads are removable and this cut shows two heads in use on stand, for the display of camisoles, and petticoat. This will suggest many other practical lingerie displays.



Price for set, consisting of wooden stand, 30 in. high, top head and cross arms are 19 in. wide, two lower heads are 16 in. across. Complete with brackets for attaching heads. Price, complete, \$3.75.

MORRIS LEON MFG. CO., 7120 North Clark Street, Chicago, Ill.

Flowers Are the Most Effective of All Decorations

For Imparting Spring Atmosphere to Your Window

BUY
EARLY
EASTER
MARCH 27



SPRING
CATALOG
READY
JAN. 15TH

You can buy this lattice work one foot wide in any length with morning glory vines as decoration at 85 cents a running foot. The flowers are made of velvet. This lattice work is very beautiful and an asset to any window.

Decorative Papers for Backgrounds



This panel comes in three sections, each section five feet high and forty inches wide. Therefore when the three of them are placed together, as is shown in this background illustration, the scenic panel itself will be five feet high and ten feet wide.

This particular panel is designed for use in Spring and Summer seasons, represents a large apple tree in full bloom, the colorings used are in pinks, greens and brown.

The cost of this complete scenic panel is \$4.50.



1882—Basket, 24 in. high, decorated with Dahlias, in any coloring, and with ferns.



1884—Basket, 24 inches high, decorated with Daisies, Cornflowers, Forsythia and Ferns, as illustrated. Each.....\$4.80

Put Life and Color in Your Spring Opening Displays

Baumann's Flowers are the very best—yet they are moderate in price. Our assortment is the most complete and our stock is the largest in this country. This enables our customers to plan for greatest possible variety on their decorations, and is an assurance that they can get what they want in quantity, quality, color and design.

Our Men Are Now on the Road

If you are in a hurry to see the line, write us and we can arrange to have our man in your territory see you at once.

New Colored Spring Catalogue Ready Soon

Send in your name now so that you will be on our mailing list to receive copy of this catalogue as soon as off the press.

L. BAUMANN & CO., Flowers—

357-359 West Chicago Ave.
CHICAGO



The Small Merchants Chances

The merchant carrying a comparatively small stock may think the Welch-Wilmarth Method in Merchandising Store Equipment is not for him, while admitting its value to his large competitor.

On the contrary, the closer and sharper the competition, the more essential it is that the smaller merchants should have the better tools. Any small business can apply the profit-winning methods of the Welch-Wilmarth System. We can cite to you hundreds of such stores in every section of the country, and they are successful—growing every day. The merchants did not say, "It cost too much," or "My business is too small." They proved, or they let us prove it to them—that Welch-Wilmarth Method in Merchandising makes money for the merchant, so they put it into their stores, and it has paid.

The 1921 edition of Method in Merchandising, 128 pages, will be ready for mailing January 1st. Shall we send you a copy?

THE WELCH-WILMARTH COMPANIES

Grand Rapids, Michigan, U. S. A.

Originators of Method in Merchandising Store Equipment

BRANCH OFFICES:

Chicago

Boston

New York

Philadelphia

Pittsburgh

St. Louis

Minneapolis

Denver

Salt Lake City

I saw it in the January "Merchants Record"—Page 18

MERCHANTS RECORD and SHOW WINDOW

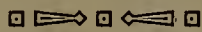
VOLUME XLVIII
NUMBER 1

JANUARY, 1921

Single Copies
Thirty-five Cents

Modern Store Equipment

Showing the modern type of equipment recently installed by a progressive Michigan store — Good fixtures are essential to good business — Their initial cost is quickly returned to the merchant in increased trade — Merchandising made more convenient and more profitable



AMERICANS demand service. They insist upon conveniences and comfort and are glad to pay for them. Look at the best hotels, the greatest railroads and steamship lines—all of these are built upon service which is the deciding factor in securing patronage.

Service is growing to be the biggest factor in retail merchandising. Lines carried and values offered by competing stores are practically standardized. Advertising and window display offer the same opportunity to one merchant as to another in bringing people to the store. The factor that decides the possible customer, therefore, is the manner in which the goods are shown and the conveniences and comforts connected with the making of the sale.

The casual customer is often influenced by the store's location. He may make a purchase in any store where he may happen to wander by chance but, other things being equal, and they usually are equal, the regular customer who may be counted upon to return again and again, is won and held by service.

For this reason, it will almost invariably be found that the store having the most desirable business is the one that gives the best service. It may not be the biggest store in its community today but there is every probability that it will be the biggest some day. Many small stores have outgrown much larger ones solely because of better service.

Good store service starts with good store equipment. Without good equipment the best of service is impossible for the reason that merchandise

cannot be kept, shown and sold as it should be. Modern store equipment represents an investment that actually pays for itself in a surprisingly short time.

First—It saves in rent for the reason that a larger stock can be carried in a given space. This is due to the fact that modern fixtures are built to accommodate the merchandise. Old fashioned fixtures consisted of shelves and drawers of practically uniform dimensions to which merchandise of all sorts, most of it in boxes in a great variety of sizes and shapes, must be accommodated. As a result much space is wasted. The improved fixtures of today are accurately designed to fit the different kinds of merchandise.

Second—Correctly designed fixtures show more merchandise and show it better. As a result more sales are made. Modern store equipment is planned on the same general principle of the sectional bookcase with glass doors through which the interior is readily seen. Everything is in plain view of the shopper and a comparatively close inspection of practically anything in the store can be made without the assistance of clerks.

Third—The salesman can show his stock more readily. He can wait on more customers and serve them more satisfactorily, thus saving his own time and that of the customer. If necessary, fewer salespeople can handle the business of the store.

But there is another and perhaps a greater advantage to the store that is furnished with modern cases, cabinets, etc. Such equipment not only suggests up-to-date merchandise but it also suggests



FIGURE 1—SHOWING GLOVE, RIBBON AND UMBRELLA COUNTERS.

SERVICE. And it does not stop with the suggestion—it enables the store to give SERVICE.

What has been said in the foregoing is admirably illustrated by the store views that accompany this article. These pictures show various sections of the newly equipped store of Warrick Brothers in Flint, Mich. The equipment of this store represents 100 per cent service and shows the modernized principle of storekeeping which is now being applied not

only to the biggest stores in the country but to small specialty shops that will some day be much larger.

In the Warrick Brothers store it will be noted that the whole stock is in plain sight. If a woman is looking for something—it is easily found and her shopping is simplified. She can also be satisfied that she has been shown the entire line and has not “missed” seeing something she might have liked better. This feeling of satisfaction on the part of the customer is an important factor in building business for any store.

Figure 1 is a view of the Warrick Brothers store as one turns to the right after entering the front door. The umbrella case comes first and then come ribbons and the glove counters. It will be noted that special cases with glass fronts are designed especially for each line. The glove fitting counters have shallow glass cases in which evening and delicately colored gloves may be shown. These counters are “cut in” for the accommodation of customers seated in front. The stools for customers were not in place when this photograph was made. Back of the glove counter may be seen the glass-front compartments which will accommodate a large stock all of which is arranged in an orderly way.



FIGURE 3—FANCY GOODS SECTION.



FIGURE 2—HANDKERCHIEF SECTION—COTTON GOODS IN BACKGROUND.

Further along are compartments of a similar character for ribbons, etc.

Above the shelving, all around the walls of the room are display cases to provide for general display such as is usually made on ledges in old-fashioned stores. These cases have sliding all-glass doors that give an unobstructed view of the merchandise which is perfectly protected from dust. The handsome wood background show off the displays much better than was done with ordinary ledge displays which had only the wall back of them unless a special background was provided for that purpose. These handsome cases add effectively to the appearance of the room. The walls throughout this store have the same general treatment as shown in Figure 1.

Figure 2 shows the general style and arrangement of show cases throughout this store. These are all-glass double horse-shoe cases placed around cabinets that are built around posts. The posts are encased with mahogany to the same height as the wall cases which adds materially to the finished appearance of the room. This picture shows the handkerchief section. How well this stock is displayed may be judged from the fact that the show case lights were not turned on when the photograph was made. This view was made looking toward the back of the store.

Figure 3 is from another angle, looking toward the entrance of the store and showing the toilet goods cases which are arranged in a manner identical with the handkerchief and other aisle sections. The wall cases at the back contain part of the line of dress goods carried by this store. Figure 4 is a view of the fancy linen section which is much like the others except that the cabinets back of the show cases are designed for a different class of goods.

While these fixtures were built for this particular store, they are of standard design and con-



FIGURE 4—LINEN SECTION.



SPRING DISPLAY, BY J. R. PATTON, FOR THE L. S. AYRES COMPANY, INDIANAPOLIS, IND.

Here is shown a clever display of children's wear. The background was a scenic painting to suggest a children's playground in a park, with swings and various other characteristic devices. The foreground was covered with sand and in the middle was a pole with chains for swings. At the end of

each chain was posed a youngster and various other tots were shown in characteristic attitudes. Sand buckets, shovels, and toys of all sorts were scattered around with apparent carelessness. The judicious use of flowers added much to the effect of this display. It is a highly successful window.

struction and could readily be adapted to any other store of similar dimensions. The entire outfit is interchangeable. These features are an immense advantage to a store that is growing as additional departments may be added without difficulty. Other floors may be added and furnished in harmony with the initial installation or rearrangement is made practicable by the interchangeable feature.

When a merchant has his store outfitted as this one is, he may have the satisfaction of knowing his fixtures are the best to be had. There is no exaggeration in the statement that, size considered, the Warrick store has equipment that is unsurpassed in any establishment anywhere. Other stores may be larger and have more of it but their equipment can be no more satisfactory to the merchant or to the customer.

Standardized equipment of this kind is the most economical that can be bought and, as was said before, it is an investment that will pay for itself in a surprisingly short time.

There is another feature worth mentioning in

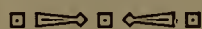
connection with Warrick Brothers store—that is the lighting. When it is understood that these photographs were made at night by the store's own illumination, one can appreciate how efficiently this store is lighted. The lamps used give an even distribution of light that is without glare or shadows. Even the goods on the lower shelves of the show cases may be seen with perfect distinctness.

The large number of ready to wear and specialty shops that are to be found everywhere are eloquent testimony as to the effectiveness of good store equipment in getting business. Years ago, all of this business belonged to the dry goods merchant who allowed it to get away because of a lack of modern fixtures to display his stock. In the old-fashioned store with the old-fashioned stock room, shopping was a tiresome task. Persistence and patience were required by the customer who must wait while the saleswoman brought out her stock, one garment at a time. It was the demand for a better way of showing goods that has brought about the development of the modern small shop with its up-to-date equipment and live methods.



How to Write Retail Ads

This is the first of a series of articles covering the fundamental principles of advertising for the retail merchant. In the articles that follow every phase of this work will be described and illustrated fully including type and illustrations



MOST people who have any real selling ability, combined with intelligence and a fair education, can learn to write satisfactory, selling advertisements for a retail store handling merchandise they understand. They may not become shining lights as publicity experts but they can master the practical principles of the game and handle a store's advertising as well as the average.

There are some simple technicalities that must be learned but these are not difficult. The best of advertisements are merely an intelligent salesman's arguments intelligently expressed by the written instead of the spoken word.

Then statements are contrary to a more or less general impression that one must be possessed of unusual genius if he is to write advertisements successfully. It is true there are some advertisement writers who have real genius for this work, but most of the ads we read are written by men or women who have had no great talent for ad-writing to begin with. By some chance, they got started in this line of work and gradually, through practice and observation, acquired facility and skill just as

they would in time have mastered almost any other trade had they worked at it as long as they did in the writing and laying out of advertisements.

It is surprising how many ad-men of real ability have acquired that calling through force of circumstance rather than for a premeditated choice in the matter. This is particularly true of the old-timers at the game. Most of these, like Topsy, "jest grewed" into advertising men and women. Some of them started out as boys in the advertising department because there happened to be a vacancy there rather than from a deliberate choice of this line of work. These gradually picked up the work.

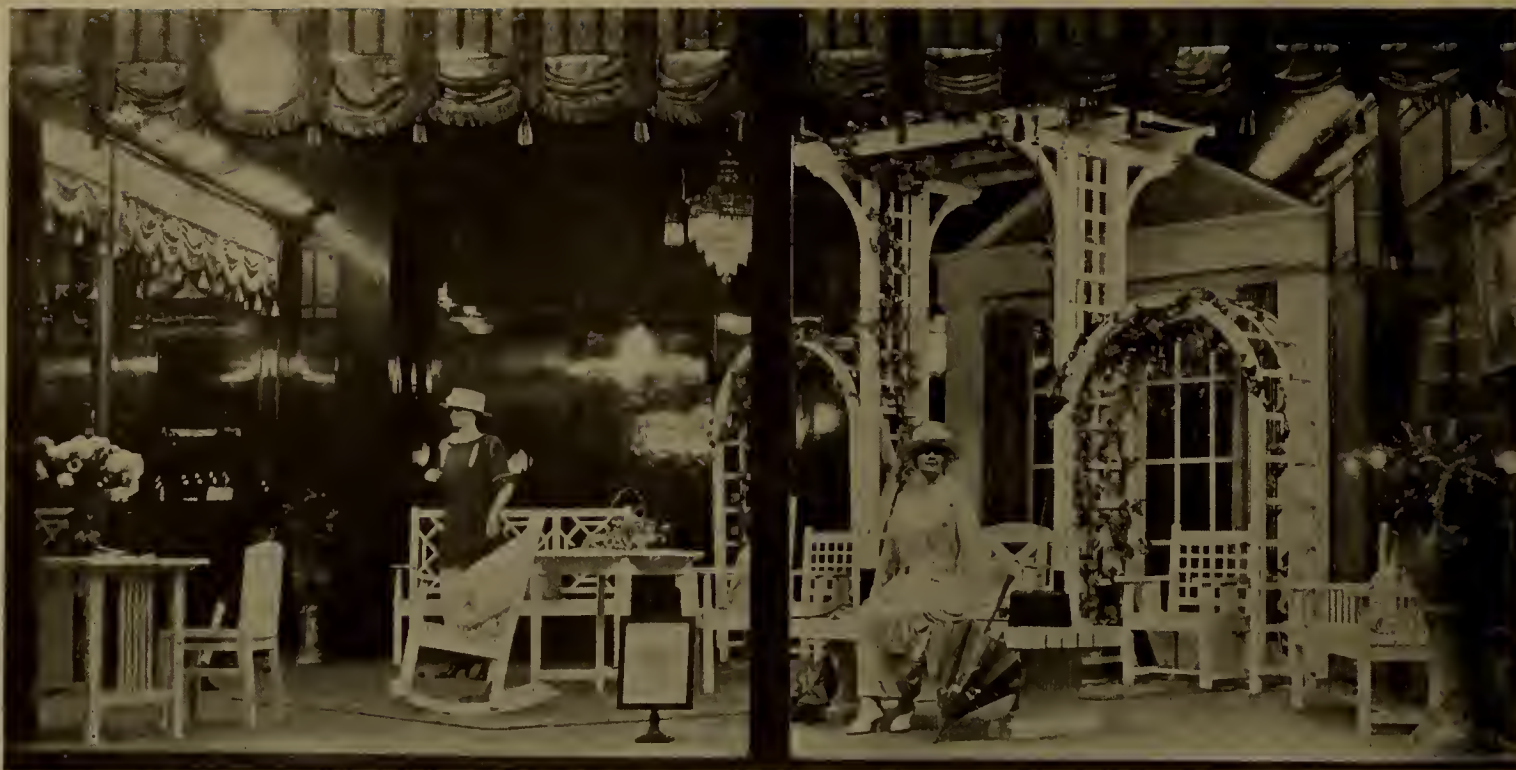
Most retail ad-men, however, got started in the work because someone had to look after the store's advertising and the job was "wished" upon them. Few of these showed any great proficiency at the start—with the average beginner, it was slow, groping work to start with, because he was unconsciously trying to find something that perhaps did not exist. The beginner who drifted into advertising usually started with an idea that there was some trick



DISPLAY OF DRESS GOODS, ETC., BY KARL M. AMDAHL, SPOKANE, WASHINGTON.

This was an excellent example of ornamental draping. The two drapes were very cleverly worked out and were further beautified by knotted ribbons and large bows. The

costume and few accessories helped out the setting. This window was awarded first prize in Class 2, Limit, at the I. A. D. M. convention.



SPRING SETTING BY J. B. SCHOOLER, FOR THE DAVIDSON BROS. COMPANY, SIOUX CITY, IOWA.

This is an unusually large corner window which lends itself admirably to a display of this sort. The pergola and arches were beautifully designed and finished in pure white. Benches, chairs, tables and other pieces of outdoor furniture were made to correspond with the lattice treatment, produc-

ing a harmonious and very artistic effect. It will be noted that only two figures were shown in this setting, which was intended to display the furniture rather than the costumes. The floral treatment, while simple, added just the necessary touch to make this an excellent composition.

or mystery about the preparation of an ad. With time and practice, however, the vague "mystery" of the performance passed away and there came the enlightening realization that writing ads is merely a matter of common sense "selling-talk" put on paper.

Ad-writing is a vocation that offers exceptional opportunity to any retail store worker who has selling-sense and intelligence. The rest is only a matter of observation and application.

As stated before, most of the old-timers in the advertising game picked up their knowledge gradually from experience and, as a consequence, their progress in most cases was slow. While experience is a good teacher, she is a most deliberate one. It is better for the beginner at advertising to profit by the experience of others rather than his own—this course will save him much time and many mistakes. Instead of working out problems as they arise, it is better to take the general scheme of retail advertising and study the various branches systematically. If one knows *what* the study, the mastery of the principles of advertising is greatly simplified.

It is the purpose of this series of lessons to present to the student a simple course of study whereby he can master the theory and practice of retail advertising within a short time. If he has a genuine inclination for this line of work and will apply himself systematically to mastering the simple de-

tails as outlined in the following chapters, he should be able to fit himself to handle the advertising of a retail store satisfactorily.

Some First Principles

Before entering upon the technical phases of the trade it will be worth while to dispel some of the commoner illusions with which the practical business of advertising is surrounded. One of these illusions is that advertisements should be expressed in terms of flowery rhetoric. In this connection, *simplicity of Expression* may be put forth as the chief objective of the man or woman who wishes to become a successful writer of advertisements, regardless of what they are intended to sell.

Another illusion which has misled many advertising writers is the all too common idea that facts may be stretched a bit in the description of merchandise. Extravagant adjectives and overenthusiastic descriptions cannot be permitted the advertisement writer any more than can misstatements be permitted a salesman. Truth is the essence of all good advertising and the student should start out with that understanding. It is the purpose of advertising to present an article in its most favorable light but the reader must never be led to expect more than is actually justified by the advertised article itself. The advertisement writer's first duty is to keep faith with his public.

As a preparation for the work of a retail adver-

tising man the study of merchandise is all-important—the more a man knows about merchandise, the more intelligently he can write. This applies to wares of all kinds. It may seem unimportant that an ad-man should understand the process by which a certain fabric is dyed or the manner of shaping the collar of an overcoat, but all of this information is of value.

The ad-man will be called upon to write selling arguments for many kinds of merchandise all of which are measured by certain standards. It will pay him to learn what these standards are. While the department buyers are presumed to furnish the advertising-man with information as to their goods it is desirable that the ad-man should have sufficient information to be able to check the buyer up.

No matter whether he is advertising hardware, dress goods or any other line, a thorough knowledge of the merchandise will prove a big help in preparing advertising copy and this leads us up to the subject of the ad-man's "library." This is where he keeps his miscellaneous merchandise information.

The Ad-Man's "Library"

The books most commonly used by the advertising man are treated of in another chapter. When the word "Library" is used it is intended to describe the average ad-man's most treasured asset—his collection of clippings. These clippings cover an immense variety of subjects and, if carefully arranged and intelligently indexed, can be made wonderfully helpful upon occasion.

The value of clippings to the ad-man depends upon the manner in which they are indexed—upon the ease with which a wanted item can be located. Some use scrap books, but the commonest way of keeping them is in large manilla envelopes or folders alphabetically arranged and filled with classified clippings.

It is a good plan for the student of advertising to start his clipping "Library" at once. He will find in trade journals and elsewhere many items concerning merchandise and other subjects that later may be of value. Attractive ads from magazines will give good ideas as to layouts, typographical effects, ornaments, illustrations, etc.



BATHING SUIT DISPLAY, BY GUSTAVE KRAUSE, FOR HARTZFELD'S, KANSAS CITY, MO.

While January is hardly a month for the display of bathing suits, there are some features of this display which might well be applied to any setting and could be used at any time. The background was formed of a curtain of georgette crepe with French gray sateen underneath. In the middle is an oil painting on canvas, showing submarine

view in ultra marine blue. The fishes are in prismatic colors. In the foreground was a tank filled with water dyed to give it the effect of depth. At the top of the window was a row of regular window reflectors with blue lamps, and at the sides, as may be seen by the oval light spots, were two concealed spotlights.



SPRING DISPLAY, BY M. HOCHELSKI, FOR THE DUFFY-POWERS COMPANY, ROCHESTER, N. Y.

Here is a pleasing setting that makes a decidedly artistic and equally business-like background for the class of merchandise shown. A scenic painting was formed by a pergola

effect and this was lavishly entwined with rambler rose vines. The various juvenile figures are very well disposed of in this setting. Altogether it is a very satisfactory display.

Practice for the Student

It is an excellent plan for the beginner to write a certain number of simple ads each day. Each of these should apply to some particular piece of merchandise which should be described as may be necessary for that class of goods. In writing these practice ads, they should be planned to occupy a space of specified dimensions. When completed, these ads should be dated and filed away. A week or so later, after they have "grown cold" they may be given a critical analysis, the criticism being carefully noted down. It is surprising how different an ad will appear after it has been laid aside for a week or so.

This self-criticism, if it is conscientiously carried out, will be found highly beneficial and the means of correcting many errors. The commonest error is likely to be a superfluity of words. The amateur ad-writer will also frequently find, upon reviewing his work, that he has not expressed his meaning as clearly as he thought he did when the words were set down.

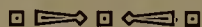
The practice of writing descriptions of actual merchandise is a good one for the beginner. He may start out by using as many words as he wants to, but he will later find that many of the words can be eliminated without impairing the real sense of the description. Useless words are the chief fault of the amateur ad-writer and of many who have passed the amateur stage. Cut them out. Use just enough words to express your idea exactly and to make them read smoothly. If, when you have written a sentence, its meaning is not perfectly clear, strike it out and write it over. Take pains and never write carelessly. There is an old and very true axiom among newspaper editors to the effect that "It takes hard writing to make easy reading." The student of advertising might well frame this phrase and hang it above his desk.

The following chapter treats of text books that will be found useful by the embryo ad-man. It also deals with styles of type and some of the technical points with which it will be necessary for him to familiarize himself.



Notes from New York

New Display Men's Club holds interesting meeting—New floors being laid at Gimbel's—Holiday stunts among the big stores—A Brooklyn Santa Claus—The "House Palatial" at Wanamakers in charge of Henry Bird—The Palm Beach situation this season



By F. F. Purdy

THE new display men's club of New York held a meeting on December 20 at the Forty-second Street Bush Terminal Building with a good attendance, even at that busy season of the year. Some eight new members were proposed and elected to membership. President Jack Cronin was in the chair. Secretary R. E. Jones reports that there are now 52 members on the roll, and that at the next meeting, January 24, President Charles F. Wendel of the I. A. D. M. and Mr. Goettman, display manager for Joseph Horne & Co., Pittsburgh, are expected to be present and address the meeting. All who join January 15 will come in as charter members, after which date the charter membership privilege ceases. A letter was read from the St. Paul Association, suggesting that any ideas submitted by the display managers of New York would be gladly received and considered by them in mak-

ing arrangements for the next convention of the I. A. D. M. at St. Paul. It was suggested that all members bring their best thoughts on the subject with them for the next meeting, and that the most feasible be collected and sent to the Association at St. Paul.

Improvements at Gimbel's

Section by section, not interfering with business, the main floor of the Gimbel store will be laid this month with blocks of Tennessee marble, and marble bases are being laid under the show cases. The exhibit of southern wear was brought out January 3, the millinery salon on the third floor being used for the purpose. Here a tropical scene was laid. Looking out from the court of a hotel, the porch of which was covered with a stretch of fine awning, one could look out on a series of brick (simulated) walks,



DISPLAY OF ART GOODS, BY MISS A. LORD, FOR BIRKS, LTD., MONTREAL.

This was a polychrome display using as decorations French blue satin curtains and French blue velour draperies with fringes. The art merchandise shown in this display proved sufficiently decorative and the lighted lamp added much to

the effect. This store has 18 windows, all of which are fitted with handsome inlaid mahogany floors and fixtures. The ground floor space of this store is said to be larger than that of any other jewelry establishment in the world.



A SPRING SETTING, BY A. FREDERIKSEN, FOR MAYER-LIVINGSTON & COMPANY, BLOOMINGTON, ILLINOIS.

This is one of a series of handsome settings in which the same general decorative idea was used. The backgrounds have a relief treatment in conventional design, and these are supplemented by flowering trees in spring foliage. In the

foreground in this picture may be seen a large island window which has no background. At the back are two displays with backgrounds. This setting attracted much attention last spring.

palm trees, greensward, summer pagodas, gayly decorated summer furniture and models clad in southern wear of the time. Round all four sides of the salon were painted tropical scenes. Aside from direct sales to people going south, Mr. Hopkins states his experience that the buying atmosphere given to the store materially assists the sale of millinery and other wear. Gimbel Brothers are just finishing up the decoration and furnishing of the Cuban-American Jockey Club at Havana. In fact, the people going to Havana form a large part of those going southward nowadays. But southern wear sales form only one feature of the Gimbel business of January. The white sale is on, though not with the vigor of former years, any more than elsewhere. The January clearance sale is the really main event this month, and with the readjustment of prices after stock-taking some notable values are offered in the various departments. The windows, many of them, were stockily dressed, to emphasize this affair, and price tickets were prominently displayed.

Christmas Business

The Christmas trade is a life-saver this year, and the procrastinating public were confronted by a date—December 25—beyond which their dilatory buying methods could not go. Thus they took hold and bought for their gift-giving needs. They bought a tremendous quantity of merchandise, and established knowledge of a fact in the minds of local merchants that was like a healing balm. It is this—whisper it gently—*the public has money*. They spent it freely, especially as Christmas approached.

The old-time crowd were operating, and close observers noted that the total sales were certainly up to those of average seasons before the war, and probably beyond. Last year's holiday business was one in a century and no one expected to nearly equal it. Notwithstanding, people had prices strictly in mind, and the wise merchants got their figures on a proper level and made hay while the sun shone. Speaking of general conditions, it has been hard for merchants to price their old stock at replacement values, take an immediate loss, and go to the public with a sledge hammer announcement of values down to eloquent moving figures. There are those who now say that they believe they would have made a far better showing, not only in sales, but in aggregate ultimate profits, if they had adopted a policy of this kind, starting from November 1. As owners of merchandise had the whip hand a year and more ago, now the consumers hold it, and they are holding off until they are convinced that prices are right, this applying to clothing conspicuously, among other things.

Abraham & Straus, Brooklyn, have had their new two-story addition corner of Livingston and Hoyt streets in commission for a few weeks, and the windows are as fine and receive about as much attention as those of Fulton street. The corner window has a tank, and sailing on this was a beautiful boat filled with dolls and toys, propelled by sails of handsome chiffon and maline. The scene was conceived evidently from a Maxfield Parrish theme. The water was of an elusive blue-green, harmonizing with the fairyland conception, and the craft upon it was easily assumed to be a conception of

the fairies. This window was greatly admired and viewed by throngs, even though not on the busy Fulton street. The windows there were full of holiday merchandise displayed to excellent advantage in connection with the caenstone backgrounds.

Santa Claus at Namm's

A. I. Namm & Son are completing a Livingston street annex, a very large one, almost as big as the rest of the store. Several floors of this annex are already in commission and the elevators going thither are crowded to capacity. The windows, however, will not be in commission before February or March and will afford a large additional show space for Mr. DeVausney to take care of. One feature during the holiday season was a money-making Santa Claus, though by no means thus designated by name. At the start his majesty was in the toy department, where he sold packages specially selected for boys, and others specially selected for girls, at 50 cents apiece. These packages were filled with strong values of merchandise that struck right home to the boys and girls and Santa Claus was smothered with business—so much so that he had to flee to the basement to prevent a congestion that interfered with sales of regular goods in the toy department. Right after Christmas the white sale was put on in connection with a big January clean-up at prices in most lines cut to the prevailing replacement levels. During the holiday selling, by the way,

was a feature that is well to note at holiday time. Mr. DeVausney, during the last few days before Christmas, cleared the Fulton street arcade window and filled it exclusively with things that appealed to men. Cigar stands and smoking paraphernalia, library tables, easy chairs, gloves and all sorts of masculine belongings were grouped together attractively, and a lot of special merchandise was sold right out of that window, besides the more ordinary things, the sale of which was stimulated right along in the various departments. At Loesser's Mr. Waldron had his usual fine Christmas windows, with his doll window, filled with doll aristocracy, which has become quite a Brooklyn feature, conspicuous among his displays.

At Wanamaker's

Harry Bird, display manager for John Wanamaker, is now in charge of the Bel Maison, formerly called "The House Palatial," which is a sumptuous mansion built into the store, and furnished in finest period style. In connection therewith he connects in an important way with the contract department in looking after the business in interior decorations. For some years he has paid considerable attention to period styles in connection with his putting up of window and interior displays. Now he goes over to this important work and relinquishes the post of display manager to W. F. Larkin, who has been an assistant of his for eight



COSTUME DISPLAY, BY O. E. WHEETE, FOR THE HALLIBURTON-ABBOTT COMPANY, TULSA, OKLAHOMA.

These two sections of a recent series of windows for this store are typical of the entire series. The scheme of decoration is quite simple and yet altogether effective. A scroll work design was fitted into the corner of the background and decorated with flowers and foliage. On the

floor in each section was a high ornamental stand finished in the same general style and filled with the same flowers. A single figure was used in each section. These windows were unusually handsome, although the photographs do not do them justice.



DISPLAY OF EVENING WEAR, BY ARTHUR WM. MERRY, FOR THE B. R. BAKER CO., TOLEDO, OHIO

This showing of men's evening wear and dress accessories is one of exceptional merit. The displayman has used more than ordinarily good judgment in both the selection of the merchandise and in his arrangement. The color scheme

was black and white with floor decoration of puffed purple velour, which fitted in admirably with the black and white. The panels in the background were gold self-figured tapestry. This display cost nothing extra.

years, and especially known for the success of his efforts in installing the very notable Christmas shows for which the New York Wanamaker store has been conspicuous during that time. Last Christmas Mr. Larkin excelled himself in the Santa Claus circus he put on, with some forty or fifty acts going on mechanically all at the same time, and which were described in our last issue. He has also had charge of the decorating studio, and the best of the Wanamaker painting and decoration at special events has been of his origination and execution, for he is about as much of an artist as a mechanic. Now he is director of decorations for the store, which here is a far broader field of action than one normally conceives of when speaking of the work of a display manager. This can be appreciated from his approach to his post via the artistic and mechanical routes, which are prime factors of the department of decoration at Wanamaker's. Mr. Larkin has studied art, performed various notable theatrical work and was for some time with the National Cash Register Co., where he had charge of the exhibition and display department, building shows that were put into the offices of the company for demonstration purposes in China, Japan, India, Australia and practically all the civilized countries of the world. Right after the holidays Mr. Larkin featured tropical wearing apparel, with most of the windows carrying tropical scenes, in the backgrounds, from

Florida and the West Indies, on the screen, which are often an important part of the Wanamaker window decorations.

McCreery's Backgrounds Changed

Change, even from the finest setting, is desirable in window backgrounds and accessories, claims display manager Beyer, of James McCreery & Co. His fine caenstone backgrounds that have added so greatly to the effectiveness of the displays during all the fall, are out. The announcement that they were coming out was greeted by those who heard it with exclamations of wonder or dismay. What was the matter with them? Nothing. The public had simply become fully accustomed to them, and to the excellence of the striking and artistic exhibits facilitated by them. So they have received a vacation, and are out. They are too good not to have their turn again when time makes them once more a novelty. But right after Christmas the McCreery windows went back again to the former mahogany backgrounds and mahogany parquet floors, which was a change that attracted immediate attention. It is suggested to display managers of stores on thronged thoroughfares to watch the pulling power of their various window treatments and to make a change when the turn comes.

The dummy windows in the new display manager's headquarters at McCreery's are now in use.

Here the displays are put in, the finishing touches given, and the entire exhibits transferred to their position in the windows. This is the same as at Lord & Taylor's, except that there the dummy windows are dressed on movable platforms and most of the windows can be hoisted right up into position without change. At Lord & Taylor's they have recently been giving the entire front over to various merchandise of one description at a time. During the whole week after Christmas muslin underwear was thus featured. The week after New Year's children's and infant's apparel and accessories took its place. The next week came a whole front of men's furnishings and clothing, in furtherance of the extensive promotion of the newly installed top floor for men, where everything in men's wear, from hats to shoes, has been gathered, with handsome and up-to-date fixtures in perhaps the most modern department of the kind in America, to which express elevators are constantly running. This department, moreover, is extensively advertised, and every effort has been made to acquaint men with this headquarters for them in the shortest possible time.

Southern Tourists

There is some speculation regarding the exact possibilities of the sale of wearables for southern

climes. This is the time when they receive most attention from the store management here. The weather has been far from wintry so far and shrewd observers point out that many men whose families usually go south will have their attention far more directed to the affairs of the stock market here than to getting their families to Palm Beach. Further calculations are made thus: There are four trains a day into Palm Beach, with a capacity of 25 passengers to each train; the season is about 60 days, and this figures a total of 60,000 people out of our hundred million and over population, and which come from 48 states, leaving anyone's guess as to how many start from New York as good as anothers. It is further understood that most of these southern travelers leaving from New York trade at the more exclusive shops rather than at the department stores.

At the same time, reasonable as the foregoing prediction is, the big stores find the extensive showing of southern wearables not only a fair proposition for immediate sales, but a toning up of the entire establishment. Lord & Taylor started the ball rolling by an exhibit beginning December 8, described in our last. The week before Christmas half the McCreery front was given over to a southern



DISPLAY OF DRAPERIES, BY OTTO R. GRESCHKE, FOR DANCER-BROGAN CO., LANSING, MICH.

In this setting practically all of the decorative treatment is obtained from the merchandise itself. In the background was hung a Chinese rug and at each side were draperies in harmonizing tones. Other designs were shown on tall

T-stands at either side of the window. At the back is a piano lamp, and in the front was placed a smaller lamp. The tall wicker vase filled with chrysanthemums finished this display.



SPRING MILLINERY DISPLAY, BY MAX GENEREUX, TOLEDO, OHIO.

This is an extremely pleasing setting for millinery and it answers equally well for suits, or any other line of feminine finery. The background is carried out in a modified colonial treatment, giving the effect of windows. At the side of the central section is an arrangement of handsome roses with abundant foliage of various kinds. The cutout

messenger boy carrying the millinery boxes was used in several windows with variations. A feature of this display is the tall millinery stands which were treated in a stucco effect. These were built in varying heights and presented an unusually effective appearance. The floor was covered with squares cut from composition board.

show, the color scheme being yellow and green. The center window floor was covered with green and yellow blocks with a Spanish moss bush in center, back; there was a table with lemonade set, and at left a lady reclining on a settee dressed in a sport suit, while near by was a girl, evidently her daughter, with tennis racquet in her hand, ran in to meet her, obviously to get a drink of lemonade. A large fish bowl, with goldfish, hung from a six-foot standard. Girls and women's dresses, carried out in the same green and yellow color scheme, constituted the merchandise displayed, the whole scene representing in quite a striking way, a hotel veranda. In the end windows, sport waists, dresses, suits, etc., were set up on headless forms. Though occupying but half the front, this showing was thoroughly adequate and effective. Right after Christ-

mas the white sale was staged, including linens, blankets, underwear, etc., to last pretty well through the month.



SHOW window displays are growing more and more popular for exploiting welfare and charity work of all kinds. Prior to the war, newspapers were used almost exclusively for this purpose, but the remarkably effective work accomplished by displayment in the various "win the war" campaigns has opened the eyes of the public to the efficiency of the show window as a means of putting any good cause before the people. In the future, the merchant will be called upon to lend his window and the displayman his ingenuity to charitable movements of all sorts.



Interesting Anniversary Display

THERE is one kind of display that never fails to win wide attention and cause unlimited comment. This is the anniversary window that shows wearing apparel, furniture and miscellaneous personal odds and ends of a bygone generation. There is something wonderfully fascinating to most intelligent people in an old gown or hat such as his or her grandmother might have worn and the average person will spend a good deal of time in the inspection of a wedding dress illustrating feminine finery of a day that is gone. Most of us have a vein of unsuspected sentiment to which a window display of this kind appeals strangely.

In the accompanying illustration is shown a display of the sort we have in mind. This window was put in by A. L. Bixby for the Toeller-Grant Company of Battle Creek, Mich. The walls and background were covered with an old-fashioned wall-paper of fifty years ago and the pictures were prints of the same period. Dresses dating back to 1849, old furniture, a lamp, books, millinery, boxes and musical instruments, etc., were judiciously arranged in the window and each item was labeled. This display packed the sidewalk in front of the Toeller-Grant store as long as it was on exhibition.

While a display of this sort does not make direct sales, it caused a great deal of talk and results in a kind of publicity that creates interest and serves the practical purpose of general advertising that helps the store.

This type of display is not difficult to arrange for. In every community there are garrets filled with old furniture and trunks that contain ancient wearing apparel that offer unlimited possibilities in making a display of relics of sufficient age to serve the purpose. A little judicious scouting will bring

to light enough material to stock a museum and this has only to be labeled and put in the window.

Most American cities have grown so fast that photographs of two or three generations ago, showing local progress are of much interest. A loan collection of these old pictures showing not only scenes but portraits of leading citizens ought to be easy to get together. Such an exhibit would receive much notice whether it were shown in the window or some department of the store.

When garments are shown in an "old fashioned" window, wax figures can be used with striking results if care is taken to adapt them to the fashion they are intended to illustrate. The hair should be accurately dressed in the same style as the gown worn and every detail of dress should be chronologically correct. Old fashion prints will help. If fashion prints are not available, magazine illustrations of the desired period can usually be found and these are sufficiently accurate to serve as models.

If an old-fashioned gown requires a hat which is not forthcoming, the millinery department can be depended upon to produce a satisfactory counterfeit if a picture can be found to copy from. A store that has a fortieth or fiftieth anniversary in the near future can attract a great deal of profitable notice by holding an exhibition of articles that were new when the store was new. The more thoroughly this exhibit is prepared for, the more it will redound to the credit of the store.



COMPARATIVE prices are likely to prove a snare when one takes liberties with the truth. There is always someone ready to "check up" the "was and now" figures, and any misrepresentation is likely to be detected.



ANNIVERSARY DISPLAY, BY A. L. BIXBY, FOR TOELLER-GRANT CO., BATTLE CREEK, MICH.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

| | | |
|---|---------|------------------|
| "Harmon's Journal of Window Dressing" | - - | Established 1893 |
| "The Show Window" | - - - - | Established 1897 |
| "The Window Trimmer and Retail Merchants Advertiser" | - - - - | Established 1903 |
| "Merchant and Decorator" | - - - - | Established 1905 |

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

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Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

**In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.

**Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.

**When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.

**Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.

** Copyrighted by the Merchants Record Company*

January, 1921

Order Early this Season

YOU'LL have to get your order in early this season or be disappointed. Easter comes on March 27, a week earlier than last year. This means that flower houses and fixture manufacturers will have less time to get out their orders. Considering the fact that they are always pushed to capacity to fill spring orders, the unusually short season will leave them further behind than ever, and those who hold their orders until the last minute will have to take what they can get or go without.

Plans for spring displays should be made as soon as possible, and orders placed. Practically all floral decorations are made up after the order is received and there may be hundreds of orders ahead of yours, so do not delay.

The same applies to fixtures, valances and all

sorts of window and store equipment. Some kinds of forms and fixtures are carried in stock, but the most of them are made to order, and this takes time.

You probably need new window equipment for spring—most stores do. So sit down today and write for catalogs. There are many new ideas offered for the coming spring season. Look carefully through the catalogs of the various manufacturers; decide what you want and then send your order in as soon as you can. Now is the time to get busy.



A Forward Step

THE Merchants Record Company, in undertaking the publishing of the Display Managers Handbooks of Decoration, has marked the beginning of a great advancement in the character of background, fixture and window accessory designing by displaymen. This organization, long familiar with the problems of display work, has looked far into the future and these books are based on what authorities on decorative problems agree window decoration must come to. Every recognized period of art will be covered in this series in such a way as to be of the utmost value to display men.

This work is under the direction of L. S. Janes. Co-operating and assisting are Paul Honore, director of the Fine and Industrial Arts Guild of Detroit, Willard Nash, Norma B. Kroes, Arthur Kopperund, Margot Glover and other artists and designers whose abilities are generally recognized.

The Merchants Record Company feels that the great future of display work warrants the tremendous expense of publishing a work of this kind and it is confident that the type of men who are engaging in this work will see the indispensable value of such a library. The success which the first volume of this series (Egyptian) has met with seems to warrant this confidence.



Sunday Advertising

MARSHALL FIELD & Company, many years ago, raised a nice question of ethics and citizenship which again attracts attention. This store, the greatest retail merchandising institution in the world, believes that its ideals cannot be fully achieved without a complete observance of the Sabbath day, and to this end it is the unswerving policy of the house to darken its display windows on Sunday and to refrain from the use of advertising in Sunday newspapers.

Regardless of what convictions the individual may have as to either the utility or piety of such a policy, he cannot be but interested in the following explanation of that policy as presented by Mr. John G. Shedd, president of Marshall Field & Company, in writing to a newspaper editor.

"Answering your inquiry of the twenty-fourth

ultimo, we will say that during the fifty odd years of business, Marshall Field & Company never have advertised in Sunday newspapers. They have followed the rule that six days for labor and the seventh for rest was best for employer and employee.

"We regard Sunday advertising as an unnecessary infraction of this very wholesome, many-century old, religious dictum and are glad to follow it.

"We are said to have the most wonderful display windows in the world, covering four sides of a block. The curtains of these windows are lowered from Saturday night until Monday morning, though we have been urged by many people to allow this display to go forward on the Sabbath Day.

"These decisions were made and have been carried out by the founders and owners of this institution, because they have always tried to govern their actions by their interpretation of the effect upon the public morale. As their example is followed by many merchants, they have striven to mold their policies along the highest ethical lines.

"Marshall Field & Company feel that the fact that they do not commercialize Sunday makes for better citizenship."



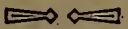
Settling Grievances

MISTAKES are bound to happen, and it is surprising there are not more of them in a retail store where thousands of transactions are handled each business day. And, since errors are inevitable, every store should have a system of correcting them without too much red tape.

It is a very human characteristic to want to carry a grievance to someone "higher up," and it is a wise policy to have someone of real authority to whom misunderstandings can be taken for adjustment. Most department store executives are too inaccessible.



A VOID, so far as possible, the mixing of wood and metal fixtures in a display. Avoid also the mixing of fixtures of different styles in one window. Some displaymen in purchasing fixtures select a different style each time they buy. It is all right to have a variety, but it would be better to have enough of one kind than too few of several styles.



WINDOWS should not only be changed often, but they should be made to appear sufficiently different for people to know at a glance that they have been changed. Varying the color effect will answer this purpose.



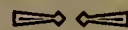
HAVE you made arrangements yet to attend the convention in St. Paul? It is several months until the meeting, but there is nothing like preparedness. If you haven't broken the news to the boss, speak to him now.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
W. C. Grams, Denver, Colorado
F. B. Waldo, Boston, Mass.
I. H. Roy, Quebec, Canada
William H. Richardson, Sidney, Australia
Homer H. Seay, Charleston, W. Va.
John L. Stark, Portland, Ore.
A. W. Brown, Ottumwa, Ia.
Henry Sherrod, Louisville, Ky.
Fred. Ashfield, Ottawa, Canada
E. R. Dean, Minneapolis, Min.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Wax Figures. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Wood Carvings. |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Name

Address

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

STRIVE as I may, it seems almost impossible to find enough working hours in the day to do justice to all the work forced upon me. This, coupled with the fact that when one has been writing on a certain topic for a couple of decades, creates a condition where one is very likely not to give as good work as he is capable of doing.

Again, the writer has missed the opportunity of rubbing elbows at the past three or four conventions with those young men who could best tell the conditions that the card writers in country stores had to contend with. Many years association as a contributor to these columns has taught me that they are read in every state and territory in the Union, every province in Canada, Mexico, Australia, New Zealand, South Africa, Cuba, Porto Rico, England, Germany and Sweden.

From all these countries I have at some time received letters and requests for information. From convicts in no less than four different state penitentiaries have requests come for help to learn lettering, so that four unfortunates might possibly find an honest way to earn a livelihood.

I know full well that from such a wide source, hundreds of amateurs and others more skilled can, if they choose, sit down and write a letter to the managing offices of this publication and tell simply and plainly what they have most trouble with in card-writing.

Given two men in every state in the Union and every province in a foreign country who will do this, do it right now, we will have a fairly good idea of what the craft wants most today.

There is another thing that I desire to say, and that is that in the February issue I will turn loose a few new things in showcard decorations. I have no great desire to force my own views upon every-

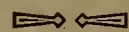
one, for I know full well the man in the big city is likely to become dogmatic—to think his way is the only way. My position is to give the best possible help to the greatest number of readers, and my task can be made a little easier by knowing what some of those readers want.

Card writing today is getting down to simple, plain lines. Useless so-called shading is largely gone into the discard. As done by a skilled worker, it softened many hard places, but added nothing to legibility; as done by amateurs, it often disfigured the whole card, for the shading, instead of being delicate, was often stronger than the lettering.

Students of lettering often neglect to watch fine examples of hand-drawn lettering for ideas. If you watch papers catering to women's wear, you will find some graceful type like that I have used on veiling card. A rug stands a bolder type. If you have noticed the advertising columns of big papers or big monthlies, you may recall seeing the white line effect as used on the rug card—it's better than shading.

The heavy-faced Roman lettering can be done with brush or pen. If it is hard to outline with a brush, try outlining with a pen—a ball pen of some kind.

There is every indication of a decline in paper. Buyers of cardboard should buy month to month supply.



TOYLAND OF OZ is the name given to the toy section of the Gimbel store in Philadelphia this season in recognition of the Wizard of Oz series of children's books by L. Frank Baum. One attractive feature of this section is a herd of Shetland ponies upon which the youthful visitors are permitted to ride free of charge.

Red-Hot Values

Boys'
\$25 Suits

*with extra pair
of knickers*

\$12⁴⁵

Imported
Parisiana Veilings

*in black, brown,
maqqie and com-
binations of jade
and black, henna
and navy x x x*

95[¢]
yd

Wilton
Rugs

All Linen Fringed
8'3" x 10'6" size

\$83

Readjustment Sale

Children's

\$6 to \$8

Shoes

\$4⁸⁵

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Men's and Boys' Shirts: Clearance; Lowest Sale Prices of the Year.—A great collection—several hundred dozen—of the finest Shirts that are made for men and boys are now taken from our regular stocks and repriced for speedy clearance. Not every size in every lot but *enough* of every size to give every one who attends this sale a wonderful variety to select from at each of the various prices. It has been many a day since men had the opportunity to buy Shirts of such excellence at so little expenditure. Now is the time to get a generous supply!

Highest Grade of Suits for Men and Young Men, formerly \$60, \$62.50, \$65, \$75, \$85, Reduced to \$42.50.—Suits for men and young men that compare favorably with the product of the "exclusive" custom tailor—but, of course, the custom tailor cannot begin to duplicate them for much less than double the price at which these exceptional garments are offered. If you know good cloth, if you are particular about the various points of style, if you can appreciate what we mean when we say that these Suits are "hand-made" garments—then you will realize that these are exceptional values which we are offering in response to the general desire for a radical lowering of men's clothing prices.

One-half Price Sale! Boy's Clothing at \$5.97, Regularly Priced at \$13.—The Suits for little chaps from 3 to 8 years; made of velvets, corduroys and knitted fabrics; blues, greys, greens, browns; Russian, Junior Norfolk, Middy and Oliver Twist models; extra sets of white collars and cuffs; coats and knee pants full lined. Regularly priced to \$13.

Boys' Domet Flannel Pajamas, \$1.45.—Roomy pajamas in one or two-piece models, carefully made of excellent quality flannelette in pink, blue and tan-strippings, trimmed with frogs or plain color to match.

Boys' High Grade Corduroy Suits Reduced to \$9.50.—Not only a good looking Suit but a Suit that will give splendid service; besides, it is warm; an ideal Suit for school as well as for romping about; a Suit that boys like to wear for it holds its shape under the most trying circumstances, for it is waterproof. These particular Corduroy Suits at \$9.50 were made to sell for a great deal more, but the price reaction of the last few weeks is responsible for this very unusual value. All sizes from 7 to 18 years.

Men's Suits and Overcoats at \$33.50.—We have prepared a splendid program of values in the Men's Clothing Store for Monday. Owing to the unsettled conditions in the men's clothing industry we have been able to go into the market and secure these Suits and Overcoats at a price that is considerably under the cost of production. We know you will at once realize that these garments are exceptional and will be more than pleased with them. A fine lot of Suits in many and various weaves and patterns, the very newest garments from one of the best known makers—garments

made for the man who appreciates style as well as quality. Included are Suits of cassimeres, worsteds and blue serges, in all sizes and proportions. And a large number of Overcoats—Town Ulsters made of heavy all-wool fabrics, in belted models, as well as young men's black and oxford dress Overcoats in fitted models. Best values in the city today.

\$4, \$3.50 Unionsuits \$2.75.—You'll be able to enjoy this real winter weather if you've got the right union suit. Here they are in every size, in every proportion; winter or medium weights in \$3.50 \$4 union suits, now \$2.75.

Special Ties at \$1.—Here's your chance to buy the best \$1 ties you've seen in years; in fact, you've never bought better ones. You'll have hundreds of dozens to choose from at \$1.

Special Ties at \$1.—Six years ago, before prices had gone up at all, you couldn't have bought finer silk ties than these for \$1. We've got thousands of them at this special price. \$1.

Charming New Apparel to Lend to the Enchantment of California and the South.—While soft winds and sunny skies weave their web of magic around those who travel in western or southern lands, the lovely new Apparel to accompany such journeyings contributes an all-important share to their charm. Our Apparel Sections are ready now with all the selections required by the different climates of California and the South, assortments delightfully refreshing, with their ravishing colors, novelty fabrics, and distinctive modes.

The Season's Lowest Prices on Misses' Fur Trimmed Wraps, \$115, \$150.—Those who have waited until now to purchase a Coat or Wrap will be agreeably surprised to find that they may do so at prices far below previous ones. Very fine Wraps, made of the choicest materials and trimmed in squirrel or beaver fur, have just arrived for holiday selling. Every one of these Wraps has distinction and style—the characteristics sought by exacting women. The seven new models are only \$115 and \$150.

Exceptional Selling of New Frocks, \$20, \$25, \$30, \$35, \$45, \$50.—New Frocks which hint at Spring fashions will especially appeal at this time when the many holiday affairs mean the immediate need of attractive new clothes. A great deal more than just an Annual Selling is this, for the materials are lovely, the trimmings delightful, and the styles becoming. The prices are exceedingly low for such exceptional values.

New Taffeta Frocks for Misses—Refreshing in Their Youthful Spirit—at \$25.00.—Four new models to choose from, each as fresh and pretty as a frock can be. The new width skirts are in evidence, together with variations of basque and tie-around waists—and for trimming, you may

have silk or wool embroidery, novel shirred disc motifs or clever stitchery. In navy French blue, rust brown and black. Sizes 14 to 18 years.

Misses' New Taffeta Frocks, Bouffant and Youthful in Line.—These charming Frocks of taffeta with their quaint puffings and ruffings will delight the young miss home from college or boarding school who will find one of them an altogether delightful addition to her spring wardrobe. These Frocks bring with them crisp rustles of Spring.

Exceptional Frocks, \$50.—Are of Tricotine and Poirer Twill. New wool Dresses of a type which we have found impossible before to retail in this Section on account of the price limitation, are offered in a special Selling. The styles and materials are the kind seen in only the better Frocks. Of the four models, two have the long line effect, and the others have embroidered overskirts. Poirer twill and tricotine make these Frocks distinctly fashionable. The price sets a new standard in economy.

Misses' New Skirts, Unusual, \$11.75.—College girls wishing to take back with them something new for spring should by all means see these wool plaid and baronette satin Skirts. There is a delightful assortment of colors as well as black and white. Worn with overblouses or sweaters, the Skirts help to make very desirable costumes, as you can imagine from the sketches. The price is remarkably low.

Hats, \$5.00, Hand Made; Former Values to \$15.—Monday we will begin a cleanup sale of millinery that bids fair to overshadow any previous hat sale held here this season. There are hand-made hats of Lyons velvet or duvetyn in black and colors or color combinations. Hand-made hats with maline brim and soft velvet crown in black and colors. Many flower turbans in all colors. New satin hats in all shades. Choice, Monday, \$5.

Women's Beautiful Trimmed Hats Reduced to \$5.00.—A very interesting group of higher priced hats has been reduced to this astonishing price for Monday's selling—and it is not going to take many hours Monday to see them all find owners, we're thinking. Velvet and hand made, they represent the season's most popular colors and styles. Surely a "find" for the woman in search of a new hat for the holidays and mid-season.

French Room Hats at Less than Cost of Workmanship, \$5, \$10, \$15.—The discriminating woman will appreciate this rare opportunity to secure for a nominal sum the "one more" hat she has been wanting, to give a new fresh touch to her Winter costume. Hats for dress occasions, close fitting hats to wear with fur coats, and tailored models—one may find each type in this selection—nearly all of them late arrivals, emphasizing a new fashion note.

High Grade Sailors at \$5, Formerly Priced at \$7.50 to \$18.50.—Clever hats, these—hats "in a class by themselves"—hand-blocked models of fine hatter's plus, bearing such labels as "Gage," "Maurice" and other well-known makers. Straight and roll-brim styles—some with duvetyn facing—some with patent leather edges—solid colors and two tone effects. Very fine choice, indeed, at only \$5.

New Faille and Satin Hats Priced \$10, \$12.50 and \$15.—The season for silk fabrics is at hand, as far as millinery is concerned, and every day brings here new groups of charming hats. Smart versions are trimmed with cellophane and filmy garnitures. Many clever details in the way of brilliant pins, ribbons, bows and colorful silk braid, placed with telling effect, are noted. And always there is that distinctiveness that one expects in hats here. Most in evidence are small, close-fitting hats—trim sailors with softly crushed crowns, gracefully draped turbans and off-the-face hats.

Stevens' Special Corsets Sharply Reduced to \$3.50.—Slender women and young girls requiring low bust Corsets of medium length at moderate pricing will be delighted

with the comfort of these practical new models. Designed with band of elastic and sufficient boning to correctly mold the lower figure. They offer a noticeable saving at \$3.50. You will find many other new and economical values at this price, not sketched.

Nightgowns and Chemises.—An excellent quality of Crepe de Chine has been used in these Nightgowns and Chemises, beautifully trimmed with lace insertion and Georgette crepe and specially priced at this time. Gown of washable satin is \$5.95. Crepe de Chine Chemises, \$3.95, \$4.95 and \$5.95. Philippine Chemise and Drawers are each \$9.75.

Silk Petticoats, Unusual at \$7.95.—There is scope to the selection one is able to make from these Petticoats. The numerous styles show accordion plaited and Van Dyke flounces in all-jersey; tailored, ruffled and flounced taffetas; radium silk Petticoats in evening shades—and extra sizes in taffeta, satin and jersey top. Many are of changeable silk. There are Petticoats which will match any outfit, and the price is the same for all of them, \$7.95.

\$1.75 Household Aprons at \$1.25.—These Aprons are in the daintiest assortment of styles and colors and made with pipings of plain color; pockets and belts are desirable features of these Aprons, and all are most exceptional values at this price.

Outing Flannel, 36-Inch at 25c Yard.—Thousands of yards of excellent warm, fleeced Outing Flannel at the record low price of 25c yard. In pink and white and blue and white stripes.

27-Inch Outing Flannel at 19c Yard.—The lowest price of the season for a splendid quality of Outing Flannel, suitable for men's pajamas, women's, misses' and children's wear. In pink and white and blue and white stripes.

New Importations in Wash Goods.—The St. Gall Swisses are just in Jade, kettle-drum red, copper and all the wanted shades are being shown. There are dots of various sizes. The width is 31 inches. The Swiss have the new 1921 price: \$2.00 a yard. Organdies, a late importation, are in barred and Jacquard effects. The barred Organdies are in orchid, light blue, corn, gray, maize, Nile, Belgian, Copen, American Beauty, apricot, Constance brown and jade. Those in Jacquard designs have an equally interesting range of colors. The Organdies are 44 inches wide and priced at \$2.50 a yard.

Sale of Finest Linens.—At revised prices, which make possible the saving of from 10 to 33⅓ per cent. These reductions are our own and not the manufacturers'. During this sale beautiful imported linens, for every requirement, may be had at unusually low prices. Monogramming will receive our usual careful attention.

\$20 Cowhide Traveling Bags, \$9.75.—A short time ago it would have been impossible to buy leather Bags of the good looks and sterling value of these for less than \$20. Now—because a good maker wanted ready cash—we have 100 Bags to sell at \$9.75 apiece. They are made of 4½-ounce cowhide leather (a very substantial weight) are silk lined, have solid leather handles, leather covered frames, good brassed lock and trimmings. All of these Bags are black in sea lion grain. We have three sizes at the same price—16, 17 and 18 inches.

Silk Velvet Handbags. A Remarkably Low Price, \$2.95.—Excellent silk velvet in all the popular shades fashions these Handbags. The frames are butler finished silver or velvet covered, while some bags are trimmed with tassels. Beautifully silk lined, with mirror and change purse, they offer notable value.

Women's Umbrellas Sale at \$6.50.—Cold weather, rains and snows always bring extra demands for Umbrellas, and women who take advantage of this occasion will secure particularly good and dependable Umbrellas at a very low price.



A SPRING DISPLAY BY J. A. MOORE, FOR THE KERR D. G. Co., OKLAHOMA CITY, OKLA.

This picture shows a view of the large corner window of this store. The other front had a similar treatment. The background was a combination of lattice and decorative woodwork, finished in a conventional modern art design. Spring

flowers were used profusely throughout the setting and tall vases and ornamental baskets, the latter made of wood, produced a highly artistic effect. The remaining details require no further description.



DISPLAY OF MEN'S FURNISHINGS, BY LOUIS F. COHEN, FOR THE PARKER-BRIDGET Co., WASHINGTON, D. C.

This was a remarkably pleasing display, although the picture fails to show the details as well as might have been done. The backgrounds are cut up by window effects and in the front of two of these were placed tall candle stands, surmounted by large imitation candles, lighted with electric lamps. The stands were of ornamental wood, and presented a handsome appearance. Back of these and on the central window were placed wreaths trimmed with foliage. While this window may seem slightly crowded, it should be remembered that this display was put in for the holiday sea-

son as offering suggestions for gifts. A rich red velour with a border of gold galoon was used as a floor covering and was placed six inches back from the glass. White was used as a backing for the French windows. In connection with this display it may be said that this store is one of the best in Washington and compares favorably with any men's wear establishment in the United States. Until recently it had never been the custom of this firm to use floral decorations in its windows. The success of this display, however, has committed them to the use of flowers in their windows

New Stores and Improvements

Rhodes Brothers, Tacoma, Wash., have spent approximately \$120,000 in improvements to their store, which include a new four-story addition to their old building which is connected by a steel bridge. The new addition on Market street covers an area of 75x120 feet and has been made into one of the finest department store additions in the Northwest. Space has also been arranged for on the fifth floor for a lecture room, where a motion picture machine will soon be installed. Salesmanship has been recognized the last few years as a profession, and the Rhodes Store is not behind the times in placing the advantages to be gained by specially prepared films dealing with salesmanship, the manufacture of different articles of merchandise and other valuable information pertaining to retail selling at the disposal of their employees. Classes for new employees are now held in the lecture room which also serves as a recreation and reading room for employees.

Reich & Lievre, Fresno, Cal., have opened a handsomely appointed women's shop in the Mattel building at the corner of J and Fresno streets. The main floor is 50x100 feet with a basement of the same size. The mezzanine floor adds 40x100 feet to the display and sales space. The decorations are in French Renaissance in ivory finish. In the ready-to-wear section are a number of private selling rooms where customers may be given exclusive service. The alteration woman is brought to the customer merely by pushing an electric button, doing away with the old system of visiting a separate department. The window backgrounds of this store are unique, being arranged to represent a large outdoor estate, with artistic walls, lighting posts, lamps, bird cages and other exterior effects. This makes an excellent setting for outdoor wearing apparel. The cost of the equipment of this model store was approximately \$150,000.

The Bauldauf-Rosenblatt Company, Frankel Drygoods Company, Oppenheimer's and the Golden Eagle Clothing Store, all important firms in Oskaloosa, Ia., have formed a consolidation which will be operated under one head in the name of the Appenheimer-Alsop Company. As soon as possible all of the stocks will be brought together under one roof in the building at the corner of High avenue and Market street. Modern improvements will make this one of the most up-to-date establishments in the Middle West. The managers of the new firm are C. C. Alsop and Art Oppenheimer.

The Crews-Beggs Company, Pueblo, Colo., has purchased the remainder of the half block on which their present four-story building stands and a modern new store will be built in the near future. The deal involves \$115,000, not including the cost of the new building, which will be a modern four-story fireproof structure that will become a part of the present building. When completed this will be one of the finest stores in the West. The fixtures and equipment will be of the same types as are now being installed in many departments of the present store.

Julius L. Meier, general manager of the Meier & Frank Co., Portland, Ore., announces an increase in the capital stock of that firm from \$3,500,000 to \$8,500,000, an increase of \$5,000,000 as a forerunner of action looking toward what he declares is to be the greatest period of prosperity the Northwest has ever experienced.

The William Gushard Dry Goods Co., Decatur, Ill., has recently made a number of important improvements including new window backgrounds of an entirely new design. These windows will prove of interest to displaymen generally and an extended account of their construction with illustrations will appear in an early issue of this journal. Wm. D. Sneller is the display manager for this house.

N. Schwartz & Co. have rented two store rooms at 313 and 315 Twenty-third street, in Galveston, Texas, and will open a new department store at that location, including all lines of women's ready-to-wear. New fixtures and other modern equipment will be installed and it is the intention to make this one of the most up-to-date stores in the city.

Blackslock, Hale & Morgan, Atlanta, Ga., have opened a new clothing and men's wear store at 110 and 112 Peachtree street. The store is equipped throughout with modern clothing cabinets and cases of the most approved design. This firm has been in the clothing business in Atlanta for the past ten years.

Andelson Brothers' store at 17-19 West Main street, Madison, Wis., has been doubled in size by addition of the property adjoining their original place of business. Remodeling work recently completed gives the store a wide frontage with two entrances and large space for window displays.

R. S. Thorpe & Sons, Macon, Ga., have recently incorporated for \$75,000 (paid in) with the view of opening and operating a store for the sale of all kinds of men's, women's and children's wearing apparel. It is the purpose to operate a modern, high-class establishment.

The Carnie-Goudie Company has leased a three-story and basement building at 804-6 Walnut street, Kansas City, Mo., and will remodel and put in a stock of men and women's wear and general merchandise, including shoes and army goods.

The L. R. Steel Lingerie Shop, Ottumwa, Ia., has recently finished the complete remodeling and outfitting of that establishment. Handsome new equipment has been added, including numerous conveniences for customers.

The McDermott-Wilser Co. has opened a new ready-to-wear shop at Nicollet and Tenth st., Minneapolis, Minn. The new shop is handsomely finished in ivory and brown wood. A high-class line of merchandise will be carried.

E. Stone's new department store was opened in Hariman, Tenn., early in December in the new building put up for that purpose. The new store has modern windows and high class equipment throughout.

The Alliance Cash Company, Bloomington, Minn., has moved into its new store, which is fitted with modern equipment for the display of ready-to-wear, millinery, etc.

The United Clothiers recently opened a new clothing store in Lorain, Ohio. The new establishment is located at 408 Broadway and Morris Bernstein is the manager.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

POSITIONS WANTED

—Advertising Manager desires a change. Have had eight years' experience selling Men's Wear; two years' experience as department store advertising manager. Desire to connect with high-class men's store. I am a married man, 30 years old. Can furnish best of references and also samples of my work. Address J-50, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Competent Displayman open for position. Can handle any line. Salary to start, \$50.00 to \$60.00. Address J-51, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Young man, single and good character, ambitious and willing worker, desires change. Has had five years' experience in the display line, displaying all lines of merchandise in the up-to-date way, bringing results. Preference west of Chicago. Can furnish best of references as to ability and character. Address J-52, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Window Dresser and Card Writer, with advertising managing and selling experience seeks change to broader field with future, in Women's Ready to Wear Shop. Twelve years of the best hard earned Cloak and Suit experience. Age 32, married, steady, reliable and a hustler. Nine years in last position. Gilt edge references from present and past employer as to character and ability. Will make a valuable man for some person requiring a man of my ability. What have you to offer? Address J-53, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—A-1 Displayman, competent for exclusive men's or ladies' wear store, or department store; eight years' experience as Displayman and Cardwriter and Ad man, desires change about January 15 or February 1. Married. Texas or Oklahoma preferred. Salary \$55.00 per week. Only first-class firms considered. Address J-54, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Window Trimmer and Card Writer, also assistant to advertising manager; a young man of 25 years of age wishes a better opportunity. Is anxious to connect with a good firm that could use a three-in-one man to act as assistant advertising man, display manager, cardwriter. Employed at present with the largest department store in city of about 75,000 population, as display manager and card writer. Can furnish very desirable references. Address J-55, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Ambitious Displayman, 31 years of age, married and one child, wishes to locate with department store or dry goods house in central or western states. Am now employed, but would like change between January 1st and March 1st. Will furnish samples of work on request. Only first-class stores that are looking for permanent display manager considered. Address J-56, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Experienced display manager of men's wear stores wishes to locate with a high class men's wear or department store in Michigan; four years of the highest class experience and a graduate from the Window Dressing School of the World. Can furnish best of references. Address J-58, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITIONS OPEN

—Wanted immediately. Assistant men's wear display man and card writer who is above the average in every way. Must be capable of doing expert pen work. Send samples of work, reference and salary expected. Splendid opportunity for a first-class man. Address P-10, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

Personals

AFTER 21 years of active service as display manager for the J. W. Robinson Co. of Los Angeles, J. M. Walters has resigned and will devote himself to the enjoyment of the beauties for which California is renowned.

Mr. Walters was the first displayman in Los Angeles and saw that city grow from 50,000 to 600,000 population. He remembers the first frontage of fifty feet of the J. W. Robinson store, which grew to have 700 feet of window space fronting on three streets and to be considered the most beautifully appointed store in Los Angeles.

Mr. Walters has long been recognized as one of the foremost displaymen of the country. He was known as the dean of displaymen in his city. For years he contributed photographs to leading journals and his work won him the reputation as one of the leading men in his line. Mr. Walters is said to have been the originator of the term "display-manager," which displaced the old appellation "window-trimmer." The name "display-manager" is now universally used throughout the world. Many displaymen are daily using the ingenious pocket hammer that was invented by him many years ago.

Mr. Walters was elected and re-elected several times as treasurer of the California Displaymen's Association. He holds a high place in the esteem of Los Angeles displaymen and has always been ready and willing to assist his fellow workers and to lend his aid to any movement for the betterment of the profession. As a member of the I. A. D. M., his active display work will be missed by the fraternity.



LESLIE D. SLACK, whose capable display work is well known to our readers, has succeeded T. Guy Duey as display manager for Wurzburgs, Grand Rapids, Mich. Mr. Duey has resigned his position to become actively connected with The Craftsman Shops at Milwaukee. As secretary of the I. A. D. M., Mr. Duey will continue to take care of the many duties of this office with the same conscientious efficiency that has marked his work in the past.

E. A. MILLER, who has been employed as a displayman in East Liverpool, Ohio, for several years, has forsaken window work to take up merchandising. He is now employed as manager of the dry goods department of the Sloan-Buchan Co. of East Liverpool.

JIMMIE F. SHEEHAN, formerly display manager for The Publicity, Inc., Oklahoma City, Okla., has resigned to accept the position of display manager of the new Boston Department Store of Ponca City, Okla.

WATCH ST. PAUL IN 1921—LET'S GO!

International Association

of
Display Men

First Vice-President

EDW. K. LUMMUS, Holidg's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational
and Business Organization

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

JAMES W. FOLEY, Chairman,
5707 W. Lake St., Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTSMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Let Me Write Your Boss

THE I. A. D. M. convention at St. Paul next July is to be a meeting that every displayman in America should attend. There is to be an educational program that will be of the utmost practical benefit not only to the displaymen who attend, but to their employers are well.

Every displayman who goes to St. Paul will return home with a wealth of practical new ideas that he can put into his windows and, for this reason, every employer should encourage his window man to attend the convention. This is a fact that should be pointed out to employers.

A number of members of the association have requested me to write to their employers, giving them an outline of the program of the convention and setting forth some of the reasons why it will pay the merchant to send his displayman to St. Paul.

I will be very glad to write a letter on behalf of any displayman to his employer if he will give me the name of the proper person to whom a letter should be addressed. Below is a coupon which should be filled out and returned to me. If you will do this I will be pleased to send a letter promptly.

C. F. WENDEL,
President of I. A. D. M.

Mr. C. F. Wendel, Prest. I. A. D. M.,
c/o Hudson's,
Detroit, Mich.

Please write to the following address explaining why it will pay a merchant to send his displayman to the I. A. D. M. Convention in St. Paul, July 11, 12, 13, 14, 1921.

Name of Employer.....
Address
State
Name of Displayman.....

CUT THIS OUT AND MAIL TO ABOVE ADDRESS

New Year's Greetings

THE St. Paul Convention Committee extends a New Year greeting to every display-man and also hopes that we will have the pleasure of meeting him face to face here in St. Paul at the convention of the I. A. D. M., July 11th, 12th, 13th and 14th.

We wish at this time to extend our thanks to the many members who have helped us with suggestions and we, also, hope that no display men will hesitate to inform this committee of any suggestions that he may have to offer that will add to the interest of this coming convention. It is your convention and it is up to each individual display man to help us by suggestions and by his presence here at this convention and if each man will do his part as we are trying to do ours this convention will be the most important one yet held.

This committee enters upon its duties this coming year with a full realization of what must be accomplished. We realize that the time for words is now past. It is the things that we actually do that will count from now on and to that end I wish to say that each committee is working hard. A meeting of the Program Committee was held last week and a tentative program arranged. The Entertainment Committee wishes to get into the game very strongly on the Monday evening. It is the intention now to have two draping demonstrations by two of the greatest men qualified to handle the same. Vaudeville, burlesque, motion pictures and dancing will fill out the program. It is the intention at that time to invite all visiting merchants and the public to the first evening's entertainment as our Auditorium here is large enough to take care of all.

Arrangements have been made whereby instead of giving up the entire afternoon for the election of officers and choosing a meeting place for the following convention the same results will be obtained in half the time without taking away any of the fea-

tures which have made these sessions so intensely exciting.

Again, let me remind our members and friends that this convention is going to break all previous records.

LET'S GO!

B. J. MILLWARD.



Special Notice

TO THE officers and members of the I. A. D. M. it is herewith announced that T. Guy Duey, secretary of the I. A. D. M., has moved his office to Milwaukee, Wisconsin, 113 Wisconsin Street. This was made necessary by Mr. Duey becoming actively connected as secretary of "The Craftsman Shops."

Mr. Duey will still maintain the same active interest in the office of secretary of the I. A. D. M. and in its members.

All communications hereafter should be addressed to T. Guy Duey at 113 Wisconsin Street, Milwaukee, Wisconsin; care "The Craftsman Shops."



Notice to Ohio Displaymen

SIX fine meetings were held in December by the Toledo, Ohio, Displaymen's Association and much progress was made toward holding a big state convention. There was a meeting every Tuesday noon at the Chamber of Commerce and one evening meeting at the Y. M. C. A. Details and plans, to be announced later, for the Ohio convention have been started and every present indication points toward an honest-to-goodness-get-together meeting for the Buckeye boys.

Through the columns of *MERCHANTS RECORD AND SHOW WINDOW*, the Toledo association requests that all Ohio display men send their ideas by mail regarding a state convention to Will Flint, care of Thompson-Hudson Co., Toledo, Ohio. We want the views of everyone.

It is assured that everything possible will be done to entertain the boys and make the Toledo trip an event long to be remembered. It is hoped to double the Ohio membership of the I. A. D. M. and to swell the delegation to St. Paul from this state.

Aside from making plans for the Ohio convention, the Toledo boys went into the production line in an unusual way. With twenty men present at one meeting, several hundred wooden toys were assembled and painted. These were of unique design and were later distributed among the children of the poor of the city with the idea of spreading Christmas cheer where it was needed. In furthering the holiday spirit the Toledo displaymen decorated two municipal Christmas trees and also helped to decorate a number of theaters where the

members of several orphanages were guests of clubs on Christmas eve. It might be added that in carrying out this good work the boys had a joyous time and a truly profitable one even if educational display matters were put aside for the time. After all, the spirit of goodfellowship is a big help in promoting the get-together idea and Toledo was beautified and helped during the holiday season by the generous efforts of the displaymen.



Youngstown Displaymen

ONE of the best meetings ever held by the Youngstown, Ohio, Association of Display Men was the assembly December 15, at the Hotel Ohio, attended by over thirty members of this organization. Featuring the evening's program was a demonstration of draping three live models with evening silks by Morris Black of the Strouss-Hirshberg Company. Another attraction was an excellent talk given by I. G. Goldsmith, general manager of the Strouss-Hirshberg Company, whose subject was "The Window as a Factor in Merchandising."

The draping exhibition of Mr. Black was without a fault, his artistic work being most commendable. The models used were girls from the Strouss-Hirshberg store. By the aid of the colored spotlight the silks were shown to advantage.

Mr. Goldsmith's talk, while being extemporaneous, was as informative as any set speech. He interested his audience with recollections of the window trimming of the past generation and then contrasted the methods used in former days with the best practices of the present. In the old days, he said, it was the habit to fill the window with everything in the store without any sense of design or any recollection of the laws of human interest. He referred to the times when cheese cloth and bunting comprised the window trimmers' whole stock in trade and any man who was an adept at sticking pins or pounding nails might qualify as a window trimmer. "The window is the eyes of the store," said the speaker, "when the public gazes into the window they are looking at the character of the store just as you see the character of a man by the look in his eyes. Every window should tell the true story of the character of the store. If the window display is not true to the character of the inner store, the advertisement will be of no avail."

Other points made by Mr. Goldsmith were: "Window values increase real estate values. Ask yourself the question, 'How would you like to do business in a building with no front except a small entrance?'"

"Scientists declare that 82 per cent of all our knowledge comes through the eye. Apply this to your window trimming.

"The reason Priscilla preferred John Alden to Miles Standish was because he was better displayed. Miles may have been a brave captain, but he was a poor advertiser.

"Twenty years ago Youngstown stores considered it more advantageous to have a roll of calico out in front than a well trimmed window. Today Youngstown windows compare favorably with those of New York.

"Every window should have a message. The price should always be on the article. The display manager should mind his ledges and make them conform to the standard of his windows."

KOESTER SCHOOL CLASSES START January 3rd, 1921

Now is the Time to Act

The January classes are but a few days off, and if you are going to enter in time to prepare yourself for the Spring Opening season, you must act quickly. If you have been considering a course of study in Window Display, Advertising and Card Writing, now is the time to enroll. You will never have a better opportunity to secure a high salaried position than next season. The Koester School will in 1921 enter on its sixteenth year of an unusually successful career.

Opportunities Practically Unlimited

An eight weeks' course of intensive training at the Koester School will qualify you for a good position as Display Manager, Advertising Man and Card Writer. When you enter the Retail Publicity field, your opportunities for future advancement are practically unlimited. The margin for growth is wide and the reward well worth your best efforts.

**RESULTS IMMEDIATE
AND PERMANENT**

The KOESTER SCHOOL

with which is consolidated the
Economist Training School of
New York

**314 S. Franklin St.
CHICAGO, ILL.**



*Mr. Mackey seeking inspiration at
his card writing desk*

Mr. Mackey's ability as a display man is so well known that he was appointed as one of the judges that passed on the prize winning displays in the International Association of Display Men's contest at the time of their convention held in Detroit in July, 1920. He was also elected President of the Quincy organization of display men.

Salary Doubled in Less than Two Years

Mr. John J. Mackey, with Kespohl-Mohrenstecker Co., Quincy, Ill., says:

After completing your course your Mr. Lewis secured my present position for me, and wish to say that in less than two years my salary has been doubled without any soliciting on my part. I feel that any success that I may attain will be because I completed your course, and learned the fundamental principles of the Art of window display.

My advice to any young man desiring to become a display manager is to start right (at Koester School), then work hard.



Fashion display in show window, by J. J. Mackey, using live models makes a big hit

I saw it in the January "Merchants Record"—Page 45

Watch St. Paul in 1921—Let's Go!

THE work of the Program Committee of the coming Convention of I. A. D. M. is well under way. A tentative program has been mapped out and the committee would like the co-operation of every display man in the country who can put on a practical demonstration of some phase of the window display game.

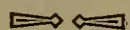
If you wish to do so, will you kindly take the matter up with Howard E. Bartlett of the Golden Rule, St. Paul, chairman of Sub-Committee of Program. Letters are being sent out to many display men in regard to this but there may be some who have been overlooked.

The Committee wishes to make the educational and demonstrational features a huge success at this Convention and the stage committee is preparing some unique and practical features which will greatly add to the demonstrations and enable us to run these demonstrations off in a way that will be pleasing both to the demonstrators and the audience. May we have your co-operation?

All of the Committee are hard at work now that the Christmas rush is over and we want to say that the St. Paul Convention will be the biggest and best ever.

PROGRAM COMMITTEE,

B. J. MILLWARD, Chairman.



Photographing Windows

HOW to arrange window displays to be photographed was explained by Bert J. Tebbals, commercial photographer, at the regular monthly meeting of the Rochester, N. Y., Displaymen's Club at their December meeting.

Mr. Tebbals advised the use of grey or neutral shades in backgrounds and the avoidance of extreme contrasts in color. It is wise to employ relatively neutral tones throughout to secure the best photographic results, he said.



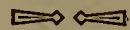
Spokane, Wash., Association

COOPERATION of window display and advertising as the two most potent factors in retail sales was urged by Karl Amdahl in a paper read at the December meeting of the Spokane Displaymen's Association.

"When the advertising manager in the newspapers is telling the public of a special event the display manager should be telling of the same event in the store windows," is the way Mr. Amdahl explained the ideal cooperation in advertising mediums. Mr. Amdahl also urged window display to interpret the business policy, character and progressiveness of the store.

Instead of the usual evening meeting of the association, the December meeting opened with a

dinner at the Oasis. Afterward the members held their program in the chamber of commerce. The association decided to continue the plan of a dinner preceding their monthly meetings.



Color Matching Lamps

SPECIAL lamps for matching colors are by many merchants considered as necessary as any other kind of light in a store. These lamps give the true daylight color values of fabrics and have been found wonderfully useful in nearly every department of the store.



Ordinary lighting systems do not show colors as they really are, and much dissatisfaction frequently arises from this fact. For example, two shades that match perfectly under an ordinary electric light are as different as possible in daylight, and vice versa. In silks, dress goods, ribbons and similar lines this is a serious difficulty. The color matching lamp is a practical remedy. This

useful device is a small portable electric that is so designed that the fabrics can be placed below the shade on the counter or showcase and color comparisons made with the utmost accuracy. The cost of a good color matching lamp is trifling and one of them will last indefinitely, as ordinary lamps are used for renewals when these are necessary.

Many haberdashery stores now use color lamps not only in neckwear department but also for showing the true daylight colors of hats, suits, etc. While these lamps are attachable to any electric light socket and can easily be carried from one department to another, most merchants have found that it pays to purchase enough lamps to place them permanently wherever they may be required.



New Sign Painting Method

A new method of making painted signs has been developed by The Stenplit Company of Des Moines, Ia. The manner of making all sorts of signs is a simple process of reproducing an original pattern that may be made in practically any size and in designs suited to indoor or outdoor signs.

The Stenplit Company makes a full size pattern after first submitting a sketch to be O-K'd by the customer. With the pattern is supplied a formula by which the design can be transferred to any number of sign boards with full instructions for painting them. The only charge made is for the original pattern, which is: Single patterns, up to 16 square feet, \$4.00, and each additional square foot, 10 cents.

No experience as a sign or bulletin artist is required to use this process. If suggestions for copy are submitted to the Stenplit Co. a suitable design and color scheme will be sent without expense.



Your Slice of Our Birthday Cake

¶ Five years ago this concern opened its doors!

¶ Only five years ago, its name—its unique service to display men—and the unsurpassable quality of its merchandise—were alike unknown.

¶ But the determination of its founders to extend a real service to the display man—to build just a bit better quality into every item bearing the stamp of The Adler-Jones Company has borne fruit!

¶ Today, the handful of friends of five years ago has become a legion—and because of their loyal support The Adler-Jones Company has become the foremost in its field.

¶ To celebrate our fifth Birthday, our "Birthday Specials" edition of the "Guide to Better Window Displays" has just been printed—and in the special pages of "Birthday Specials" have been gathered some of the best of our merchandise which we have specially priced so that the thousands of our patrons may help us celebrate. Get a slice of the Birthday Cake. Write for your copy today!

The Adler-Jones Co.

206 South Wabash Avenue,

Chicago

Window Decorations and Equipment

Improved Papier Mache Forms

The Hecht Fixture Co. of Chicago are now offering papier mache forms for showing all kinds of ready-to-wear garments, made by a process which insures absolute perfection in measurements to the smallest fraction. Under the old process this was a matter of impossibility.

Under the old method in vogue since the beginning of the papier mache industry the first step was for the sculptor to make a "model" (either from life or from measurements) out of clay, wax or plaster paris. From this model was produced a plaster paris mould, being made in two halves. Into these hollow moulds the operator proceeded to build the forms by first tearing strips of carpet paper, which had been immersed in water to make the material pliable. These strips were then placed into the mould, pasted together until the surface was filled, then subsequent layers were placed on top of each other until the required thickness was secured. After this was finished the two halves were joined together at the sides, forming a ridge or seam.

After the form was finished it was taken out and placed on a shelf or table to dry. The length of time necessary to enable the moisture to evaporate was from three to ten days, according to the condition of the atmosphere and temperature of the room.

Owing to the soft condition of the paper, much difficulty was experienced by "sinking down" of the form, causing it to lose its shape. Besides this, the form bulged out and caved in in spots, so that by the time it was dry it was sent to the hospital to be "doctored"; the bulges, or knotty places, were trimmed off, and the dents were patched up with small pieces of paper. Naturally this patching was only making the best of a bad job. This will explain to you why forms which you have used had rough and uneven contours.

Anyone familiar with mechanical operations knows that the reproduction by "casting" of one thing from another causes a shrinkage, so that in papier mache work, when the mould is made from the model, it shrinks in size, and when the form is made in the mould, a second shrinkage occurs. When the form dries it gets smaller for the third time, so that when the article is finished it is no longer the size it is intended to be—therefore, the inaccuracy of forms.

Even though the sculptor allows for the "declines," shrinkages are not uniform, so that perfect fitting forms are impossible under the prevailing methods.

Under the process by which the Hecht Forms are produced, no mould is used, the paper being laid directly onto the original model. The form, remaining on the model, is then placed directly in an oven and in three hours is bone-dry. When it is taken out it is absolutely smooth and strictly accurate, for it hugs tightly to the model and shrinkage is impossible. There are no dents and no bulges. You have a perfect article.

Ninety per cent of the cracking of enamel finishes is due to the papier mache work containing a certain amount of moisture, so that after the enameling is applied the form continues to shrink and the enamel, being devoid of flexibility, as are body draws in the surface cracks. Under the oven drying of the new process every particle of moisture is evaporated, which gives practically perfect insurance to the lasting qualities of the enamel.

An Automatic Spotlight

A big opportunity is offered to displaymen in a clever new device that has just been placed on the market and which opens the way to gorgeous theatrical lighting effects which can be applied to any show window. The background and decorations are alternately changed from blue to red, then to yellow, green and so on and the cleverness of this lies in the fact that it is all done automatically by a mechanical device without the touch of human hands.

This device is a projector fitted with a special diffusing lens and a powerful lamp. To this is fitted a motor-operated mechanism that continuously shifts color screens in front of the lens whereby any series of colors are thrown on the display, one at a time. The effect is magical and indescribably beautiful and spectacular color effects are produced. The mystery of the color evolutions added to by concealing the apparatus.

After placing the automatic color projector, it is connected with a lamp socket and started by turning a switch. It will continue to operate, showing various colors until switched off. Being entirely simple, it requires no experience to operate and is not likely to get out of commission.

The possibilities of this new invention will at once be evident to the displayman. Most of the spectacularly striking stage effects are brought about by shifting colors and this makes the same effects possible in the show window.

The new automatic changing color projector is being placed on the market by the Natural Plant Preservers Co., 233 Fifth avenue, New York, and demonstrations will be made in leading cities all over the United States and Canada by the roadmen of this firm. Without doubt many enterprising displaymen will use this novel device in connection with their spring displays.



A New Hose Form

It is a peculiar fact that practically all hosiery forms are poorly shaped as to appearance and in addition are either too slim or so fat that after the hosiery is removed it is badly stretched out of shape.

The Hecht Fixture Co. of Chicago, realizing the commanding importance of the hosiery industry, have just perfected a full length woman's hose form which is perfect in outline and far surpasses anything of the kind previously shown. Anyone unfamiliar with manufacturing processes could not realize how much time and money were spent in perfecting this article.

One of the finest sculptors was secured to make the "cast" from a carefully selected live model whose leg and foot possessed perfect lines. Then forty pairs of silk hose were tried on the "cast" and slight alterations were made, so that the final article should be commercially as well as artistically perfect.

In addition to the shape, a beautiful feature is the pose of the foot, which, instead of setting flat, is poised on the toes or front, leaving the heel several inches clear of the floor.

The base which supports the form is of an entirely new and beautiful design and instead of the regulation metal strap which supports the foot, a round silk cord is used, which makes impossible the chafing or injuring of the hosiery.



For the year 1921

WE PLAN to give our trade the benefit of the most up-to-date models in display forms; the many new ideas and types of metal fixtures and new designs in wood fixtures now in course of construction; new models in wax figures including our distinctive flapper line, which fills a definite and long felt need—together with our service to the trade, making the year the greatest one this house has ever known during its seventy odd years of establishment.

Our metal fixtures: will be manufactured by improved modern methods, under efficient supervision, insuring quality, stability and value.

Our display forms: will not only be superior as to finish and workmanship, but also as to style and shape, being built under the direction of expert designers and workmen—everyone of whom have seen many years of service with us.

Our Wax Figure Department: will be enhanced by the addition of a number of new and beautiful models, produced under the supervision of our sculptor, Mr. Irwin G. Culver.

Our Sales Department: remains intact, continuing to be represented by the largest and most efficient organization in the display equipment business. It is comprised of the following salesmen, all of whom have been with us for many years and require no introduction to their many friends, and the trade in general:

GENERAL SALES

R. C. Quensell and E. H. P. Brigden

NEW YORK CITY

N. Lang and T. Hoops

N. Y. STATE, SOUTHERN TERRITORY

W. C. Candlish and A. P. Dolbeare

ILLINOIS, WISCONSIN, IOWA, MINNESOTA

C. E. Smiley and C. F. Lob

BALTIMORE AND WASHINGTON

H. L. Davis

INDIANA, OHIO, MISSOURI, MICHIGAN

A. J. Hills

NEW ENGLAND

*C. K. Hurlburt, J. C. Palmer, L. Dexter,
A. G. Flowers, G. E. Tulis*

Our Salesrooms: New York, 63-65 West 36th street, centrally located for the visiting trade. Chicago, 204 W. Jackson Boulevard, in the famous loop district, ideally situated for the western trade. Boston, 26 Kingston Street, for the New England trade in the heart of the business section. Baltimore, 108 W. Baltimore Street, most convenient for the visiting southern trade. In all of our showrooms we carry a complete line of samples. Our salesmen will be glad to show you at any time the new features being constantly brought out, and assist in every way to solve your store equipment problem for the New Year.

J. R. Palmenberg's Sons, Inc.



SHOWING HANDSOME EFFECT OF KICHLER EMBROIDERED SCREEN IN WINDOW.

Novel Decorative Screens

A new idea in screen backgrounds for unit trims is attracting much favorable comment among displaymen who appreciate the element of originality combined with beauty and good taste. These are embroidered screens in a variety of attractive designs that are being produced by the L. A. Kiehler Company of Cleveland.

Some of the handsomest of the new Kiehler folding screens have panels filled with black velvet to which are applied embroidered designs in gold and colors, producing an effect that is highly artistic and wonderfully rich. The frames are in classic designs, harmonizing with the panels.

These backgrounds have a character that is, in a way, entirely different from anything heretofore used in the show window. While they are highly decorative, their usefulness is not a passing one. They may be compared to a fine piece of ornamental furniture which may be used season after season without growing tiresome. They fill a need for a handsome background for high class merchandise with which other less elegant decorations might seem out of place. They also appeal through their novelty.

Aside from black velvet, any color may be used and a number of other fabrics that lend themselves wonderfully well to these artistic backgrounds. Naturally there is no limit to the embroidered designs that may be used. The illustration shows a window of the high class Kinney & Levan Company's store illustrating the handsome effect produced by the embroidered screen. Complete information as to the new embroidered backgrounds may be had by addressing the L. A. Kiehler Co., 717 Lakeside ave., N. W., Cleveland, Ohio.



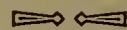
A Correction

On page 25 of the December issue of *MERCHANTS RECORD AND SHOW WINDOW* there appeared an excellent display of lingerie which through error was credited to a Hamilton, Ont., store. This is a window of the Paquet Company, Ltd., of Quebec, and the display was put in by J. H. Roy the display manager for this store.

Flower Salesmen Out

The Modern Artificial Flower Co., of Chicago, announces a specially fine line of spring flowers and decorations is now being shown by traveling salesmen throughout the United States and Canada. A. J. Abrams will cover the northwest and Canada; Harry Green will travel over the south, his usual territory; and Murray A. Winn will handle the trade in the central states. Mr. Winn is now in charge of the Service Department of this company and is well qualified by his long experience as an expert displayman to take care of this work unusually well.

The Modern Artificial Flower Co. has shown a most satisfactory growth during its first year. The gain in business has added to the duties of Arnold Abrams and Harry Green to such an extent that they found it advisable to dispose of the Blue Bird Favor Co., another enterprise which they formerly owned. Hereafter they will devote all their time to the Modern Artificial Flower Co. They have just issued a handsome catalog showing their line in full color.



Inexpensive Decorations

Displaymen who find it necessary to get the most possible for their money in the way of decorations will find much to interest them in the new catalog that has just been issued by the Service Artificial Flower Co., 1307 Clybourn avenue, Chicago.

This firm specializes in artificial flowers and other decorative material manufactured from high grade paper and made to give a close imitation of the most expensive imported products. In design, color and workmanship these flowers are all that can be desired and only an expert observer can tell them from cloth upon close inspection.

The line covers all of the favorite flowers and foliage and to these have been added many new specials for the coming spring season. The prices are in keeping with present business conditions and will meet the approval of the careful buyer. Displaymen or merchants who have not seen this interesting new catalog will do well to write for it before planning their spring decorations.

NOW READY FOR YOUR SPRING DISPLAY



Vase No. 22, 4 feet high

DeLuxe Decorations of Majolica-Papier-Mache

At Surprisingly Low Prices
All Sizes Up to Seven Feet High

The most wonderful variety of vases and
flower stands ever placed before the dis-
play man.

Furnished in full or half relief.

The MAJOLICA FINISH is our own
patent process which is worked over the
papier mache, which entirely eliminates
the papier mache effect. Our finish pro-
duces a rich, soft appearance that will
enhance your window display.

Send for Our Catalog and Price List

HARRISBURG WAX FIGURE CO.

335 Crescent Street, Harrisburg, Pa., U.S.A.



Stand No. 20, 5 feet high

Send for this catalog!

We are offering a splendid line of new flowers and other deco-
rations for the spring season of 1921. Our stock is very complete
and covers a wide range of designs.

Our decorations are designed by experienced artists and will
meet every requirement of high class window display.

You will probably find our prices are less than you are
accustomed to paying for decorations of this high quality.

Our display-room is only a few steps from State Street and
we will be glad to have you visit us when you are in the city.

Write now and ask for Catalog No. 55

Carl Netschert Company

12-20 North Michigan Avenue, Chicago

Majolica Decorations

Something new—that uppermost thought, always on the mind of the progressive display man. Majolica Papier Mache furnishes that "Something New," and the display man will appreciate this new line of decorations when they meet "face to face."

The Harrisburg Wax Figure Co. of Harrisburg, Pa., is now making an extensive line of papier mache vases and flower stands in sizes up to seven feet high which will meet with the approval of the display artist who is on the lookout for original ideas in decorations of this character.

The majolica finish applied to these vases and flower stands is a patent process worked over the papier mache. It eliminates the papier mache effect; instead a rich soft appearance is produced with colors worked into the patent process that will blend with the display, adding a rich, soft appearance and enhancing the display to a great degree.

The low prices quoted on these attractive vases and flower stands, which are furnished either in full or half relief, will enable the display man to work out many clever ideas for his spring opening displays. The new catalog of this firm is now ready and can be had for the asking.



Humanized Wax Figures

A remarkably interesting line of wax figures for the approaching spring season is being offered by the Feldman Fixture Co. of New York City. The Feldman figures are modeled with wonderful accuracy and artistic skill from attractive living models and each figure has an individuality and charm that is very pleasing to the eye.

Feldman figures have real character and personality because of the conscientious attention that is given to the many small details that are sometimes neglected in the modeling and finishing of wax figures. Each one is made with the view of maintaining the Feldman reputation and the critical inspection to which each one is subjected has resulted in these figures being generally known as the aristocrats of wax people.

The Feldman line of humanized wax figures for 1921 includes a wide range of more than ordinarily attractive characters in men, women, misses and children. This company is also ready with a splendid line of general display fixtures. Full information regarding these lines may be had by addressing the Feldman Fixture Co., 22-26 West 30th St., New York.



A New Line of Artificial Flowers

It has always been the policy of the Curtis-Leger Fixture Company to furnish the merchants with all the necessities for a complete window display. In accordance with this policy they are now putting on the market a very complete line of cloth and paper flowers, vines and sprays.

They are turning their salesrooms, at Jackson and Franklin streets Chicago, into a real flower garden. The displays will all be arranged in clever ways so that the purchaser will not only be able to see the actual flowers, but can also carry back with him real live ideas as to how they can be used.

Salesmen will carry many samples in their trunks besides a complete set of photographs. The samples will be displayed at the hotels, while the photographs will be shown to the merchants who find themselves unable to see the full display.

Display men are urged to send for samples and prices before placing their spring orders for artificial flowers. They will find that they not only have a complete line to pick from, but that the prices will be highly satisfactory.

Inexpensive Backgrounds

For the approaching season the Modern Art Studios of Chicago are introducing a line of panels, screens, backgrounds, etc., that will meet with the particular approval of the displayman who appreciates true artistic effect but must consider his expenditure carefully.

The new line includes original paintings of the highest order of artistic excellence by Frank A. Rosebrook, who has done some of the most notable paintings ever shown in display windows. The designs are exceptionally well handled and the frames and other details are in appearance equal to similar decorations costing a great deal more than is asked for these.

In addition to this inexpensive line, this firm also is prepared as usual to turn out designs of the most elaborate character. In fact, the Modern Art Studios are prepared to supply the displayman with decorative specialties to meet any price requirement and all of their work is of the highest artistic character, regardless of price. Orders for spring should be placed with this firm at as early a date as possible.



Spring Flower Catalog

Easter Sunday, 1921, falls on March 27, and displaymen, therefore, will have to plan their displays and order decorations earlier this season than for the past several years. Anticipating this early business, Frank Netschert of New York has made preparations to handle spring orders with all possible promptness.

A handsome new catalog No. 400 has just been issued and shows a splendid line of new decorations for spring. Displaymen who are not on the regular mailing list of this firm should send at once for this interesting and instructive book. The address is Frank Netschert, 61 Barclay St., New York.



A Novel Idea

A clever plan has been devised to place the Gebhardt line of flowers before displaymen this season. It is practically impossible to show by catalog the real beauty of the flower or spray. No matter how good the picture is, it gives but a faint idea of the original. On the other hand, it is equally impossible to cover the country by salesmen without missing many important stores that happen to be off the main traveled routes.

The R. E. Gebhardt Co. has solved these difficulties in a satisfactory manner by sending out what they call "samplelogs." These are sample lines showing a big collection of samples of the actual goods. They have packed one hundred or more of these lots of samples and will send them free of expense to anyone who wishes to look over this interesting line. The displayman is thus given an opportunity to look over a big lot of new samples and to make his selections leisurely and under the most favorable circumstances.

The Gebhardt "samplelogs" are now ready for shipment and will be sent express paid to any point in the United States. The displayman is allowed three days in which to make his selections and the only obligation is to return the samples in three days. To points west of the Rocky Mountains the Gebhardt Co. pays carriage on samples only one way. To all other points in the country, carriage is paid both ways.

Displaymen interested in good artificial flowers at a low cost will do well to send for a "samplelog" as soon as possible. The address is R. E. Gebhardt Co., 322-324 West North Ave., Chicago.

The "Birth of Spring" is an entirely new floral novelty that is being put out for the spring of 1921 by this company. It is well worth seeing.



"Perfect Stroke" Brushes and Supplies

Improve Your Work Fully 50%

This statement is not theory—it is a FACT, attested by thousands of the foremost card writers in the country. "Perfect Stroke" brushes are evenly balanced—their scientific construction enables you to MAKE A PERFECT STROKE THE FIRST TIME, thus re-touching is eliminated and a saving of valuable time is assured.

You Need My Latest Catalog No. 7—It Is FREE for the Asking

Write today for this complete catalog. It is the "first assistant" to card writers (and sign painters), because it shows by picture and text the complete line of "Perfect Stroke" Brushes and Supplies.

Bert L. Daily

126-130 E. Third Street
Entire Fourth Floor
DAYTON, OHIO



WATCH ST. PAUL IN 1921—LET'S GO

Order Early

Easter and the Spring Season

Are earlier than usual this year, which means your displays must be in early.

Economy must be the watchword of this season's display buying because of conditions.

You can't afford to be without your display and you can't afford to spend too much on it.

Service Flowers and decorations are the logical solution to the problem.

Never before have we had so many new numbers at so reasonable a price as will be shown in the spring numbers of our catalog. "Better Displays for Less Money." It will be ready January 10th. Write for it today.

SERVICE ARTIFICIAL FLOWER CO.

1307-1309 Clybourn Ave.

CHICAGO

No. S169.—Cutout basket, a beautiful spring decorative, made of wall board; decorated with our Number S682 Nasturtium Spray, height over all, 4 feet. Price, each, complete\$5.90
Basket, without decorations, each.....\$3.50



The ONLI-WA for DISPLAY

When business lags brace up your selling methods. Your windows are your greatest asset. They cost you less to operate than any other part of your store.

Are they looking their best? A few dollars invested in new fixtures will bring big returns.

Send for our latest catalogue of proper Display Fixtures, including our 1921 Colonial Shoe Fixtures.

A Fixture for every use. Men's and Ladies' Wear, Shoes, etc.

THE ONLI-WA FIXTURE COMPANY

Dayton,

Originators and Manufacturers of Our Own Fixtures

Ohio

EZY-BILT *for Your Spring Windows*

**Will put New Life in your displays
which is so necessary to increased sales.**

Endorsed by the leading displaymen because of its many superior advantages over other boards. Easily erected without expensive carpentering, and can be cut with a knife. Will not bend, buckle, warp or sag and costs less than other boards.

THE HUNT-CRAWFORD CO.

COSHOCTON, OHIO



BRADFORD-CHICAGO

Bradlite

DAYLIGHT LAMP
Shows Colors in Their True
Values

Gives you Daylight on your Counters



Bradlite

FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug, \$12.00 each, f. o. b. Chicago. Canada, \$15.00

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO

Feldman's Humanized Wax Figures are in a class of their own



Every Feldman Figure is an original model, perfect in sculpture and finish. They are the best of American products.

All of Feldman's Wax Figures have a human charm and personality that gives character and distinction to any garment that may be shown upon them. They are the aristocrats of wax figures.

OUR CATALOG
is worth sending for

In our latest catalog you will find a remarkably complete line of Feldman's Humanized Wax Figures for showing all lines of wearing apparel. It also shows fixtures of every description for every purpose. We also manufacture valances, artificial flowers and many original novelties.

FELDMAN FIXTURE CO.
22-26 W. 30th St., New York

Obey that Impulse!

You have often thought you would have the Bodine-Spanjer Company design and install a display for you—sometime.

DO IT NOW—let us design your spring displays.



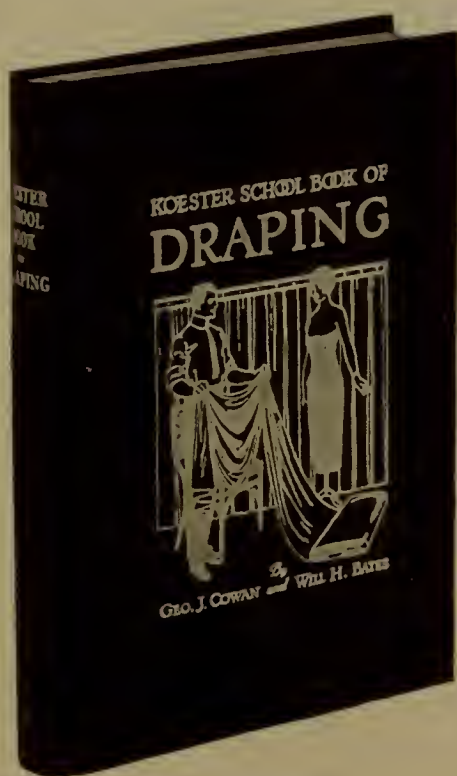
We can put one-hundred per cent selling efficiency into your windows. We have had many years of practical experience in designing displays for careful merchants who expect big returns for their money.

Let us talk to you about your spring displays. We will be glad to submit sketches original with us or based on your own ideas. We can give you the best possible results for your money.

Don't wait—write us today!



The Bodine - Spanjer Company
1160 Chatham Court, *Designers and Manufacturers of Decorative Settings for Show Windows* **CHICAGO**



The New Edition of This Book Is Ready to Ship

The entire stock of "The Koester School Book of Draping" was destroyed by fire early in the year. This necessitated printing an entirely new edition. This enabled us to bring the book strictly up to date with all the very latest drapes.

Draping Is the Most Important Branch of Window Trimming

and to be expert in draping, it is necessary to make a study of it all the time, in order to keep in touch with changing styles, fabrics, etc.

This book is in reality a *History of Draping* and will bring to you practically all draping information known up to the present time.

This book was made possible by combining all the cuts and articles on draping that have appeared in the *Merchants' Record* and *Show Window*, the *Window Trimming Monthly* of the *Dry Goods Reporter*, the book "The Koester System of Draping," and all the new drapes made by the Koester School since the publication of the above-mentioned book.

Over 500 pages, printed on finest calendered stock, with over 1,000 illustrations, bound in handsome de luxe cloth.

Sent postpaid for \$4.00.

The Merchants Record Co.
5707 W. Lake St., Chicago



Our Papier Mache Forms Are Absolutely Perfect Fitting 1921 Models Throughout

Nothing Finer Made—in shape—in quality—in finish.

Are furnished in Jersey-covered, enameled, sateen or satin covered—in all sizes—for every kind of garment.

NOTE: Under the prevailing method of manufacturing—Forms laid in moulds—an unavoidable shrinkage occurs, making the sizes inaccurate, no matter how perfectly the model is sculptured.

Our Forms are made directly on the original models, insuring accuracy of size to the smallest fraction and eliminating all bubbles, dents and rough spots in the finished article.

We stand squarely behind every form bought of us with a strict guarantee in every detail.

Our catalog "E" shows forms, also metal fixtures, etc.

Catalog "L" illustrates our strictly high-class line of Period Wood Fixtures.

Square Mission Wood Fixtures are in catalog "W."

Famous Window Rug Makers—send for colored leaflet, and samples material.

Headquarters for Decorating Plushes and Velours. Samples furnished.

Glass Fixtures—catalog "GF."

Visit our Chicago or New York showrooms.

THE HECHT FIXTURE COMPANY
Medinah Building, Wells St. and Jackson, Boul., Chicago
New York Show Room—65-67 East 12th St., between Broadway and 4th Ave.

Putting Your Show Window Across

It takes team work to win in producing effective show windows.

The better your display the greater the need for effective lighting. To

develop the full sales energy of your windows, give as sincere consideration to the lighting as you do to the trim.



PITTSBURGH
The Standard for Show Windows
REFLECTORS

The brilliant reflecting power of Pittsburgh Reflectors, their scientific direction and concentration of the rays, will make your windows stand out above all competition.

Just as you are vitally interested in each day's sales records, so will it pay you to increase the effectiveness of your show windows.

This lighting efficiency of Pittsburgh Reflectors has never been equalled. They give you more, actually cost you less, and decidedly pay you best. Your electrical contractor can supply you.

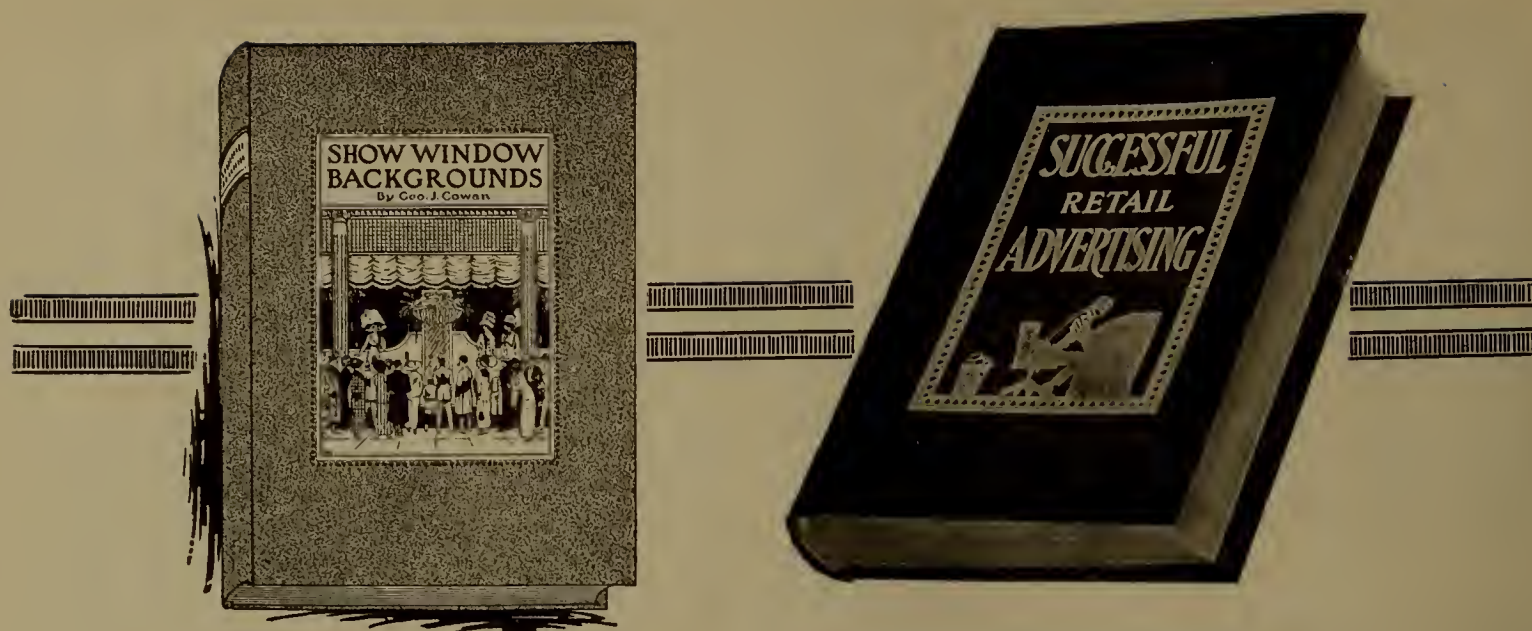
Our experience in show window lighting might be made of practical value to you. Write us.

**Pittsburgh Reflector
& Illuminating Co.**

3rd Ave. and Ross St., PITTSBURGH, PA.

Chicago Office:
565 W. Washington Street

San Francisco Office:
75 New Montgomery Street



THESE 2 BOOKS ARE NOW READY TO SHIP

The entire stock of the above books was destroyed by fire early in the year and we now announce newly printed editions. They represent the Best Books on the subjects in their respective fields.

Show Window Backgrounds

By **GEORGE J. COWAN**

President of the Koester School of Window Trimming,
and Editor of "Window Trimming Monthly"
of the Reporter.

Every background design is drawn in such a way that any one can follow out the idea the same as a carpenter does his work from blue prints. Every detail is fully illustrated and fully described with complete text matter.

This book is 7x10 inches in size, strongly bound in de luxe silk cover with handsome art design. Over 250 pages and about 200 illustrations.

Price \$2.50

Successful Retail Advertising

This large book (one of the largest Advertising books published) of nearly 500 pages is devoted exclusively to the subject of Retail Advertising. Other books are of little value to merchants because they treat on general advertising, having to do with Advertising Agencies, National Advertising for Manufacturer and Jobbers, etc. What you want is a book designed for your use—and this is what we give you.

Price \$3.00

Books are sent postage prepaid. Remittance must accompany all orders.

FOR SALE BY

THE MERCHANTS RECORD CO.

5707 West Lake St., CHICAGO

The Sensation of State Street!

Designers and manufacturers of exclusive store and window furnishings.

Illuminated Parchment Screens

Originated and Executed by

THE CRAFTSMAN SHOPS

Order for Spring now, or write for detail information relative to this beautiful and dignified innovation in window display.

THE CRAFTSMAN SHOPS 113-117 Wisconsin Street, Milwaukee, Wis.

Easter Sunday 1921 Falls on March 27th



My catalogue of Artificial Flowers and Decorative Plants, No. 400, printed in colors, for Spring, 1921, is ready and will be mailed free to the asking; if not in your possession, a postal will fetch it.

FRANK NETSCHERT
61 Barclay St., New York City

Devoe Show Card Colors



Used by all card writers, who demand only the best. Their smoothness, covering and flowing qualities are unsurpassed. 24 colors. Put up in 2-oz., 8-oz., 16-oz. and 32-oz. cap jars.

Complete Color Card and Pamphlet free on request.

Devoe Brushes

are of superior quality. Made in all styles and sizes with nickel and copper ferrules, to meet your particular need.

Send for descriptive circular and prices.

Your dealer can supply you with DEVOE goods or we will.

DEVOE & RAYNOLDS CO., INC.

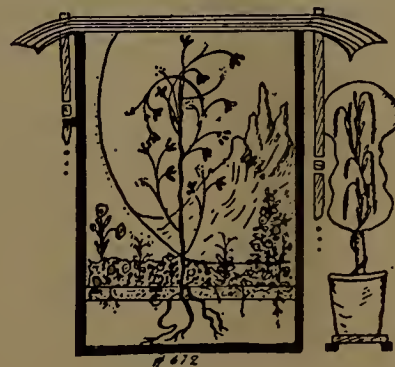
New York Chicago Kansas City New Orleans
Buffalo Denver Minneapolis Cincinnati

PAINT YOUR OWN SIGNS and BULLETINS

USE THE STENPLIT METHOD
NOTHING TOO BIG—EXPERIENCE
UNNECESSARY

Let Us Know Your Wants

THE STENPLIT COMPANY
3400 Oxford Avenue, Des Moines, Iowa



E.J. BOYLE & BROS.

Manufacturer
and Jobber

Show Window Fixtures
Back Grounds
Artificial Flowers
Card Writers' Supplies

29 W. Maryland St.
INDIANAPOLIS



Now Is the Time

to make the most attractive display of infants' dresses, caps and coats. Make your displays talk by showing your goods on life size wonderfully beautiful Kestner dolls in 1, 2, 3, and 4-year sizes in Blond, Tuscan, and Brunettes. Prices from \$15.00 to \$40.00 each. Wire orders. You'll be delighted.

Established 1888

1146 Broadway
at 27th St.

Phone
Madison Square
1490



YOUR

spring
windows
will be all
you desire
in point of
beauty and

the cost will be less than
you are accustomed to
paying if you choose
MUTUAL FLOWERS
for your decorations.

Our designs for spring represent the best of Europe's designers, combined with our economical methods of manufacture based upon our experience of more than sixty years in making real art flowers.

Write for Our Spring Catalog

Watch St. Paul in 1921—Let's Go!

Mutual Flower Company
82 West Third St. NEW YORK

More Talks by the Old Storekeeper 256 PAGES 4½x7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

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|-------------------------------|---------------------------------|
| Those Mail Order Houses | The Traveling Man |
| Something About Clerks | A New Competitor Opens |
| How Retail Advertising Pays | A Customer's Point of View |
| The Clothes You Wear | How to Have Good Clerks |
| Handling the Money | Getting the Business Back |
| Special Newspaper Advertising | Using the Windows |
| Delivering the Goods | Developing the High Class Trade |
| The Dealer's Best Help | Self-Selling Goods |

21 Full Page Illustrations. Bound in Cloth
Price, postpaid only \$1.00. Your money back if you want it.

MERCHANTS RECORD & SHOW WINDOW
431 So. Dearborn St. CHICAGO



D I E T Z Distinctive Decorations

Our salesmen are now on the road with the finest line of spring decorations we have ever offered. We are showing many new designs and our variety is greater than ever before. You will find our values the best on the market. Drop us a line and we will be pleased to have a salesman call.

E. C. DIETZ
219 E. 34th St., New York

What to Use and Where to Get It for that Spring Opening Display

Send for our new Catalog—
it is printed in full color

Watch St. Paul in 1921—Let's Go!





A New Line of Fixtures

We picture here Millinery stands in a graceful and dainty design, most appropriate for the showing of Spring and Easter Millinery.

This is only one of a large variety of new things in our Spring Line.

Our Spring Circular is now in print—write today for a copy.
The Decorative Fixture Co. 1600 S. Jefferson St., Chicago



Case No. 421

Case No. 421, shown here, is built in 6, 8, and 10 foot lengths, 40 inches high, 24 inches wide. It is of heavy plate glass throughout. Has two plate glass shelves 10 and 14 inches wide, plate mirror doors which roll on ball bearings in metal tracks. The cabinet work at once impresses one as that of true craftsmen. The plates of glass are joined by a patented cement method which makes the joints dust-tight. This case is but one of the complete line which is fully described in our general catalog. Your copy gladly sent upon request.

Detroit Show Case Co.

477 Fort St., W. Detroit, Mich.

Also makers of "Desco" store front construction

Silent Salesman
 TRADE MARK

PATTERNS

NEW & DISTINCTIVE ~

in Art Drapery Fabrics
for your Spring Displays.

In our big line you will find many beautiful fabrics in plain tones or ornamental designs specially adapted to 1921 spring window decoration.

Our draperies will add beauty and distinction to your windows.

CHINESE DECORATIONS

The background of this ad shows a highly attractive fabric of Chinese design in striking colors. Body tones in choice of Chinese Blue, Chinese Yellow, Old Rose, Mauve, Black or Gray. 36 in. wide.

Sold Only in Full Pieces.

This is one of our many art fabrics suitable for spring window decorations.

ELMS & SELLON

906 Broadway, New York
 309 W. Adams Street, Chicago
 52 Chauncey Street, Boston
 2 N. 11th Street, Philadelphia
 742 Market Street, San Francisco

No. 128



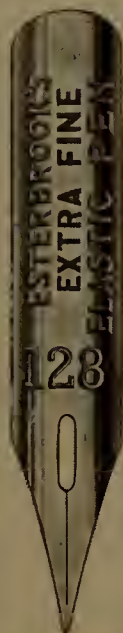
Convenient to Buy

Make your choice speedily and with ease—in any dealer's—from the Esterbrook Display Case. Be sure of the satisfaction you will feel.

For millions use Esterbrooks—their leadership has been supreme for over a half century. Such a record is based on uniform performance—among all types of users. When you want pen excellence insist on Esterbrooks.

Choose from the case, order by number and buy by the box—it is red.

The Esterbrook Pen Mfg. Co.
 90-100 Delaware Ave., Camden, N. J.



Esterbrook PENS

Spring and Easter Window Displays

It is time to give this matter consideration.

Our catalog will soon be ready for distribution

Are you on our mailing list?

Our line of ARTIFICIAL FLOWERS, BACKGROUND PAPERS, BASKETS, ETC. is surpassed by none.

EXCEPTIONAL VALUES.

Write today!!!!

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

Expert

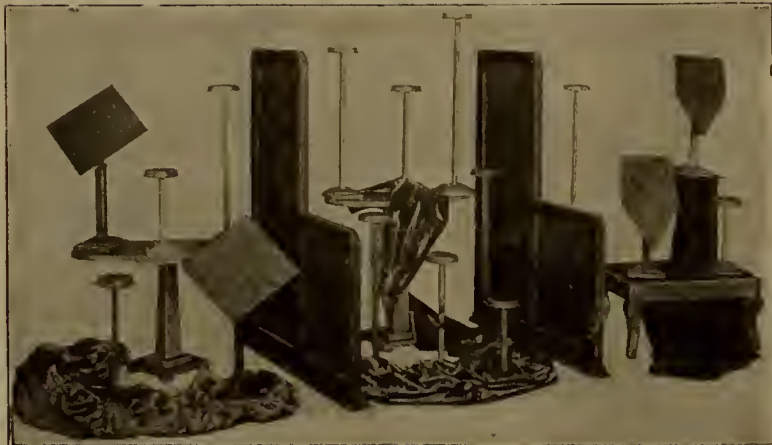
draftsmanship and technique are marked qualities in the design and finish of a Mac-Morris decoration. :- :- :-

Our prices are right and our product is equal to anything on the market today in decorative window settings and novelty paintings of all kinds. :-

Get our designers' ideas in your windows.
WRITE TODAY

The Mac-Morris Art Co.

33 N. Hazel St. :- Youngstown, Ohio



Improve Your Windows

Bigger Sales—Better Prices
More Profit

come naturally with

BETTER WINDOW DISPLAYS

Send for our Fixture Catalog. It's free to Merchants

Artistic Wood Turning Works

Formerly Polay Fixture Service
515 N. Halsted St., Chicago.



PAASCHE
Model "D"

You Need One

of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Paasche Air Brushes are made in all sizes for every kind of work. They are best for Show Cards, Signs and Window Backgrounds.

Our new
Catalog

is filled with
clever new ideas
for the card
writer and display
man. Send
for it.

Paasche Air Brush Co.

1229 Washington Blvd., CHICAGO

MAKE YOUR OWN SHOW CARDS

and display signs. Attractive and striking signs are *silent salesmen*. They work all the time without pay. Get our easy and complete method of Show Card and Sign Writing. Anyone can use it. FREE if you buy our special assortment of Nobema Ready to Use Colors. Write for particulars.

NOBEMA PRODUCTS CORPORATION
Box 356 Pleasantville, N. Y.

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Window Trimmer and Card Writer, young man preferred. Sackman Bros., Alexandria, La.

WANTED—Window Trimmer and Card Writer who can trim seven windows of Clothing, Furnishings and Hats. Store located on a corner in a town of about 68,000 in Central Pennsylvania. Only those who desire a steady position with an excellent opportunity for advancement need apply. In making application state experience, names of former employers, and salary expected. Send sample of card work. Address Goldschmid Bros., Goldschmid Building, Altoona, Pa.

DISPLAY FIXTURE SALESMAN—New York manufacturer of high class display equipment would like to get in touch with a salesman experienced in the line. Very liberal proposition will be made to the right party. Would also like to hear from parties interested in handling the line on an agency basis. We will make the right kind of offer to concerns who are in a position to get the business.

When ordering ELCO BUTTERFLIES for spring display, be sure to call for "Bird-Wings." Largest butterflies in the world, 6 to 12 inches. Black, with brilliant blue and greens. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

WANTED—Experienced Window Trimmer, Advertiser, and general store man for department store. This man must be able and willing to take charge of our advertising and window trimming. Please give experience, and who with, also references and salary expected. Address, Peebles & Purdy Co., Inc., Lawrenceville, Va.

WANTED—Immediately, assistant men's wear displayman and card writer. Must be above the average in every way. Expert pen-work necessary. Send samples of work, reference and salary expected. Real opportunity for first class man. B. R. Baker Co., Toledo, Ohio.

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

PAPER MACHE

Manufacturers of anything in Paper Mache. Five hundred stock, window, interior and exterior decorations. Write for catalogue.

AMERICAN ART PAPER MACHE WORKS

6311-13 N. Clark St.

Chicago, Ill.

Index To Advertisers

| | |
|-----------------------------------|----|
| Adler-Jones Co. | 47 |
| Am. Art Papier Mache Co. | 63 |
| American Lithograph Co. | 64 |
| Art Window Shade Co. | 64 |
| Artistic Wood Turning Works. | 62 |

| | |
|-------------------------------|--------------------|
| Barlow-Kimnct Co. | Inside Front Cover |
| Baumann, L., & Company. | 17 |
| Beaver Board Cos. | 9 |
| Bodine-Spanjer Co. | 56 |
| Book of Draping. | 56 |
| Botanical Decorating Co. | Inside Back Cover |
| Boyle, E. J., & Bro. | 59 |
| Bradford, I. L., & Co. | 55 |
| Butcher, L. O., & Bro. | 63 |

| | |
|------------------------------------|------------|
| Compo-Board Company | 2 |
| Contents, Editorial | 1 |
| Craftsman Shops, The. | 59 |
| Curtis-Leger Fixture Company. | Back Cover |

| | |
|---|----|
| Daily, Bert L. | 53 |
| Decorative Fixture Co. | 61 |
| Decorators Supply Co. | 13 |
| Detroit School of Lettering. | 10 |
| Detroit Show Case Co. | 61 |
| DeVoe & Reynolds Co., Inc. | 59 |
| Dietz, E. C. | 60 |
| Display Manager's Hand Book of Decorations. . | 7 |
| Doty & Scrimgeour Sales Co. | 62 |

| | |
|--|----|
| Elms & Sellon | 61 |
| Esterbrook Pen Manufacturing Company. | 61 |

| | |
|----------------------------------|----|
| Feldman, L. A., Fixture Co. | 55 |
| French Wax Figure Co. | 3 |
| Frankel Display Fixture Co. | 60 |

| | |
|-----------------------------|----|
| Gasthoff, J. F., & Co. | 4 |
| Gebhardt, R. E., Co. | 14 |

| | |
|---|----|
| Harrisburg Wax Figure Renovating Co. | 51 |
| Hecht Fixture Co. | 57 |
| Hunt-Crawford Co. | 54 |

| | |
|-------------------------|----|
| Imans, Pierre | 16 |
|-------------------------|----|

| | |
|---------------------------|----|
| Kawneer Mfg. Co. | 5 |
| Kiehler, L. A., Co. | 15 |
| Koester School, The. | 45 |

| | |
|------------------------|----|
| Leon, Morris | 16 |
| Lyons, Hugh & Co. | 2 |

| | |
|-----------------------------------|----|
| Mac-Morris Art Co. | 62 |
| Melzer, S. M., Co. | 64 |
| Modern Artificial Flower Co. | 60 |
| Modern Art Studios. | 12 |
| Mutual Flower Co. | 60 |

| | |
|-----------------------------------|----|
| Natural Plant Preservers Co. | 6 |
| Netschert, Carl | 51 |
| Netschert, Frank | 59 |
| Newcomb, E. R. | 64 |
| Nobema Co. | 62 |

| | |
|--------------------------|----|
| Onken, Oscar, Co. | 64 |
| Onli-Wa Fixture Co. | 54 |

| | |
|--|----|
| Paasche Air Brush Co. | 62 |
| Palmenberg's, J. R., Sons, Inc. | 49 |
| Pittsburgh Reflector and Illuminating Co. | 57 |

| | |
|------------------------|----|
| Rauch, F. A., Co. | 63 |
|------------------------|----|

| | |
|-------------------------------------|----|
| Schack Artificial Flower Co. | 11 |
| Service Artificial Flower Co. | 53 |
| Show Window Backgrounds. | 58 |
| Stenplit Co., The. | 59 |
| Successful Retail Advertising. | 58 |

| | |
|---------------------------------|----|
| Tinherlake, J. B., & Sons. | 64 |
| Turner, J. Spencer, Co. | 8 |

| | |
|------------------------------------|----|
| Wants, For Sale, etc. | 63 |
| Welch-Wilmarth Companies | 18 |
| Window Decorative Works. | 64 |
| Woodruff, D. W., & Co. | 64 |



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

BETTER DISPLAY FIXTURES
MANUFACTURED BY
D. W. WOODRUFF AND COMPANY



*Perfect
Equipment
Perfect
Service*

Send for Folder
860 Howard St.,
San Francisco, Cal.

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street Philadelphia, Pa.



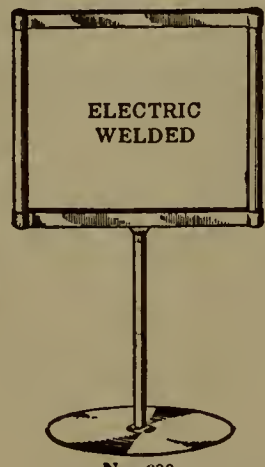
Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

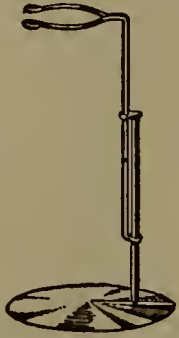
Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO



ELECTRIC
WELDED

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 8 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

No. 690

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



**ONYX
PAPER**

A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces. We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

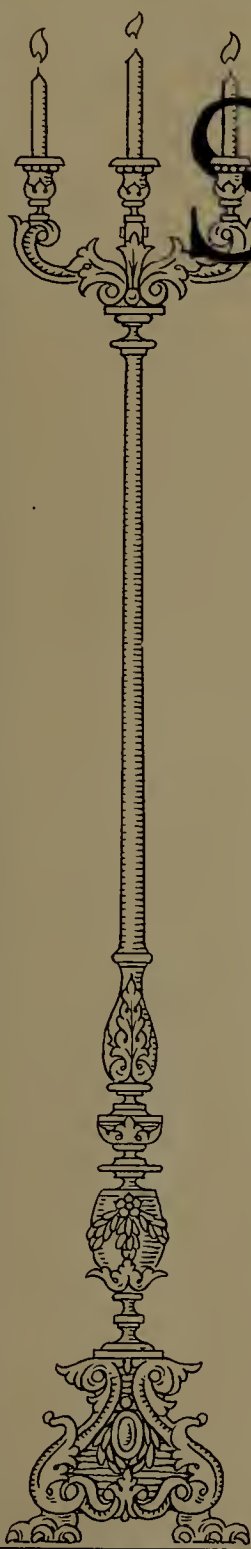


Valances and Shades

To Your Order for Your Fall Windows

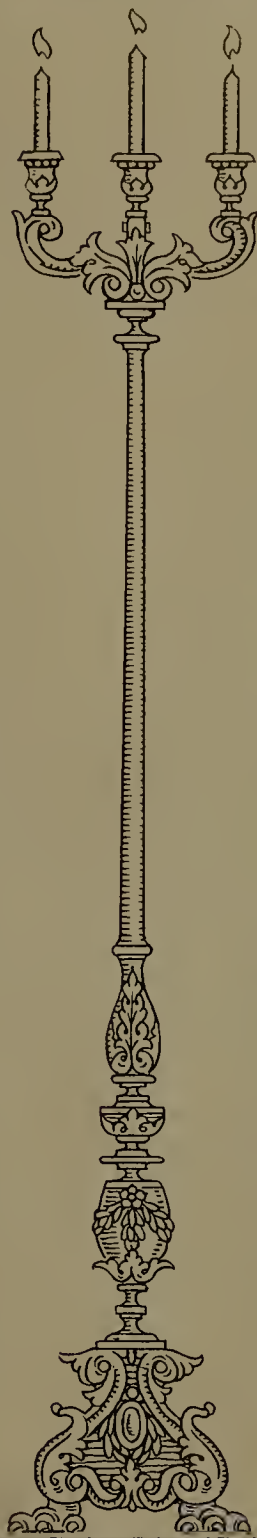
We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



SPRING

decorations
are more alluring
in their beauty
this season than
ever before. Our
designs for 1921
reflect the exquisite skill
of the best of European
designers adapted to
your requirements by the
greatest masters of American
Window Decoration.



Our salesmen are now on the
road and will exhibit this mag-
nificent line throughout the
United States and Canada. We
offer the suggestion that you
postpone the choice of your
Spring decorations until you
have seen our original designs.

The Botanical Decorating Co.

208 West Adams St.
Chicago, Illinois.



Paris, France.
London, England.



Louis XVI Period Unit W

Display Equipment for Spring

France is recognized as the art center of the world with her highest development in the period of Louis XVI. It was to this period that we turned when planning our beautiful set of wood fixtures.

The result is shown in the above unit of LOUIS XVI Period Wood Fixtures.

Announcing Our New Complete Line of Flowers

After January 1st, we will offer merchants the most complete line of cloth and paper flowers ever handled by one house. Not only will our line be complete but our prices will be right.

OUR SALESROOMS. We are turning our salesrooms into a real flower garden. Cloth and paper flowers, sprays, and vines will decorate them in clever ways to give customers valuable trimming ideas.

Our salesrooms are in the heart of your shopping district. Inspect them the next time you are in the neighborhood.

Curtis-Leger Fixture Co.

237 W. Jackson Blvd. Established 1869

Chicago, U. S. A.

Merchants Record and Show Window

February, 1921



Watch St. Paul In 1921—Let's Go!



822A/150

Service and Soup

Service is something much talked about today. Every merchant prides himself upon selling not only goods, but SERVICE.

SERVICE is to business what flavor is to soup.

Just as there are different kinds of soup so is there variation in SERVICE.

You know the "Chicken Puree" of which it is said that the hen waded through the water of which it is made? Probably you have met with "Service Puree" of similar quality.

When it comes to soup we believe in the real thing, full flavored and true to name.

The same with SERVICE.

We believe that where a firm has become famous for the ORIGINALITY and QUALITY of its goods, there should be ORIGINALITY also in its SERVICE.

That is our aim, and we give and guarantee to our customers an

Exclusive Service

that is but one of the many merits which have made us the leading organization devoted to the designing, originating, manufacturing and selling direct to the merchant ALWAYS the highest quality Display Equipment, ALWAYS at a price which cannot be duplicated.

By EXCLUSIVE SERVICE we mean that we work with and for you—that we place at your command our staff of expert artists and Displaymen. That we will gladly co-operate with you for the making of Original Displays for your windows and if we sell you we also SERVE you and you alone and no competitor can get the same Trim. We protect your investment. Your success is as important to us as our own. Such SERVICE has a savor all its own. It has won for us the privilege of creating some of the most beautiful, attractive, business-getting show windows of the leading merchants in your business. We can do as much for you.

Let us work with and for you to make this your biggest year.

The Finest Catalogue Ever Published. READY NOW! Send For YOUR Copy Today.

Uptown Exhibition Rooms

724 Broadway
Imperial Hotel Bldg.

**WORLD'S LARGEST
MANUFACTURERS OF
DISPLAY FORMS**



**724 BROADWAY
NEW YORK**



Factories

525-531 E. 15th Street,
New York, N. Y.

Rochester, N. Y.
Holyoke, Mass.

**THE
MANNEQUIN
PRODUCTS**

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.

Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVIII

NUMBER 2

Contents for February, 1921

| | Page |
|---------------------------------------|------|
| Show Window Lighting | 23 |
| A New Background Idea | 26 |
| By W. D. Sneller | |
| Notes from New York | 30 |
| By F. F. Purdy | |
| Editorial | 36 |
| Now is the Time | 36 |
| Parade Photos Wanted | 36 |
| Our Monthly Prize Contest | 37 |
| Our Service Department | 37 |
| Modern Store Equipment | 38 |
| By E. C. Hood | |
| Fay Kiug on Display Men | 41 |
| How to Write Retail Ads | 48 |
| Talks With Our Advertisers | 49 |
| Arguments for the Ad-Man | 51 |
| How to Make Show Cards | 54 |
| By G. Wallace Hess | |
| I. A. D. M. | 57 |
| Ten Thoughts for Display Men for 1921 | 57 |
| C'mon, Let's Go | 58 |
| Ohio Display Men | 60 |
| Display Men's Local News | 64 |
| Free Employment Service | 66 |
| Personals | 66 |
| Window Decorations and Equipment | 68 |
| Want Ads, For Sale, Etc. | 79 |
| Index to Advertisers | 79 |



Animated French Wax for Spring Displays

This season we combine the most approved fashion lines with a wonderful new series of lifelike characters in gracefully natural poses. Each figure has animation, charm and distinction both in face and form. These new figures will add to the attractiveness of any garments shown on them.

Write today for our latest circulars

French Wax Figure Company

73 West Water Street, Milwaukee, Wisconsin

CHICAGO, ILL., 14th Floor, Medinah Bldg.

LOS ANGELES, CAL., Karl Stern Co., Inc., 314 S. Los Angeles St.

COLUMBUS, OHIO, Chas. T. Vetter, Seneca Hotel

DENVER, COLO., Walter W. Martin, 319 14th St.



The Very Latest Ideas in Wax Figures

You will be agreeably surprised with this wonderfully attractive new line of wax people for 1921 and we suggest that you write at once for our new circular which introduces them.

New Spring Shapes in Papier Mache Forms

The new narrow shoulder, straight line fashion silhouette of Spring is accurately reflected in our new papier mache forms. We also have a new and novel shirt waist form that will please you and make a big hit in your windows.

Write at once for our 1921 prices

French Wax Figure Company

73 West Water Street, Milwaukee, Wisconsin

CHICAGO, ILL., 14th Floor, Medinah Bldg.

LOS ANGELES, CAL., Karl Stern Co., Inc., 314 S. Los Angeles St.

COLUMBUS, OHIO, Chas. T. Vetter, Seneca Hotel

DENVER, COLO., Walter W. Martin, 319 14th St.



No. 2578

The Adam Design

WE MAKE OUR FIX- TURES AS GOOD AS WE KNOW HOW

not good enough to get by and we stand behind our product.

One of the most recent developments in the display fixture field has been the introduction of various pieces of furniture, especially built for use in the show window.

Our chair has a perfectly flat seat upon which to place fixtures or display merchandise. The extremely tall back is very practical for draping fabrics.

Our catalogs are full of new ideas and are ready to mail.

HUGH LYONS & CO.

"Make buyers out of Passersby."

LANSING, MICH.

Chicago
234 S. Franklin St.

SALESROOMS

New York
35 W. 32nd St.



No. 2507 Display Chair



Copyright 1920

Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France



Kawneer

SOLID COPPER

STORE FRONTS

Give Your Merchandise a Chance to sell itself through proper display.
Kawneer Store Fronts have solved display problems for more than 100,000 successful merchants. They provide show windows that permit merchandise to tell its own story.

Your merchandise will draw sales into your store if you give it a chance to talk.

Let us show you how a Kawneer Store Front on your building will boost your sales by drawing more and more people into your store.

Every Merchant Should Have a Copy of this Valuable Book

THE
Kawneer
COMPANY

NILES MICHIGAN

The
Kawneer
Company

2102 Front Street,
Niles, Mich.

Please Send Me a Copy of Your
New BOOK OF DESIGNS

Name

Address

Just Tear Off Coupon and Pin It to Your Letterhead



A Window Display of James McCreery & Co., New York, By John Beyer

This gives you an idea of papier mache backgrounds and set pieces and how they are handled in exclusive stores.

We are putting out for the approval of Display Managers a pamphlet which illustrates papier mache backgrounds and properties. These decorations are finished in a polychrome to fit the different colors of display. The above background and properties were built by

MESSMORE & DAMON, Inc.

363 Ninth Avenue

-:-

NEW YORK

"Baumann, you have the best and most practical line of Spring Flowers and Foliage I have seen this year--besides, your prices are most reasonable"

Remark heard in our display room by Displaymen who know.

Look Over Our Line—

you will not see one or two flashy pieces and the rest just a lot of junk. Every spray or design we make is gone over with the greatest care and is submitted for your inspection only after it has been passed upon by practical designers and artists.



Art Backgrounds in Full Colors

The picture at the left shows one of our scenic panel backgrounds. This is a beautiful scene, showing apple trees in full blossom. It is a typical spring scene in exquisite colors.

The scene is in three panels, each 5 ft. high and 40 in. wide. These panels when joined together make a landscape 5x10 ft.

Price, 3 panels complete, \$4.50

We have these landscapes in a variety of designs for all seasons. Each one is a wonderful reproduction of a real art masterpiece.

Valances and Plushes

We can furnish you with original and distinctive designs in valances of the highest class.

Order your plushes from us to match your floral decorations.

Our New Spring Catalog

You will find our Spring catalog filled with beautiful suggestions for your opening windows this season.

You will find in this catalog everything you may require to make your Easter windows a success.

Special Designs

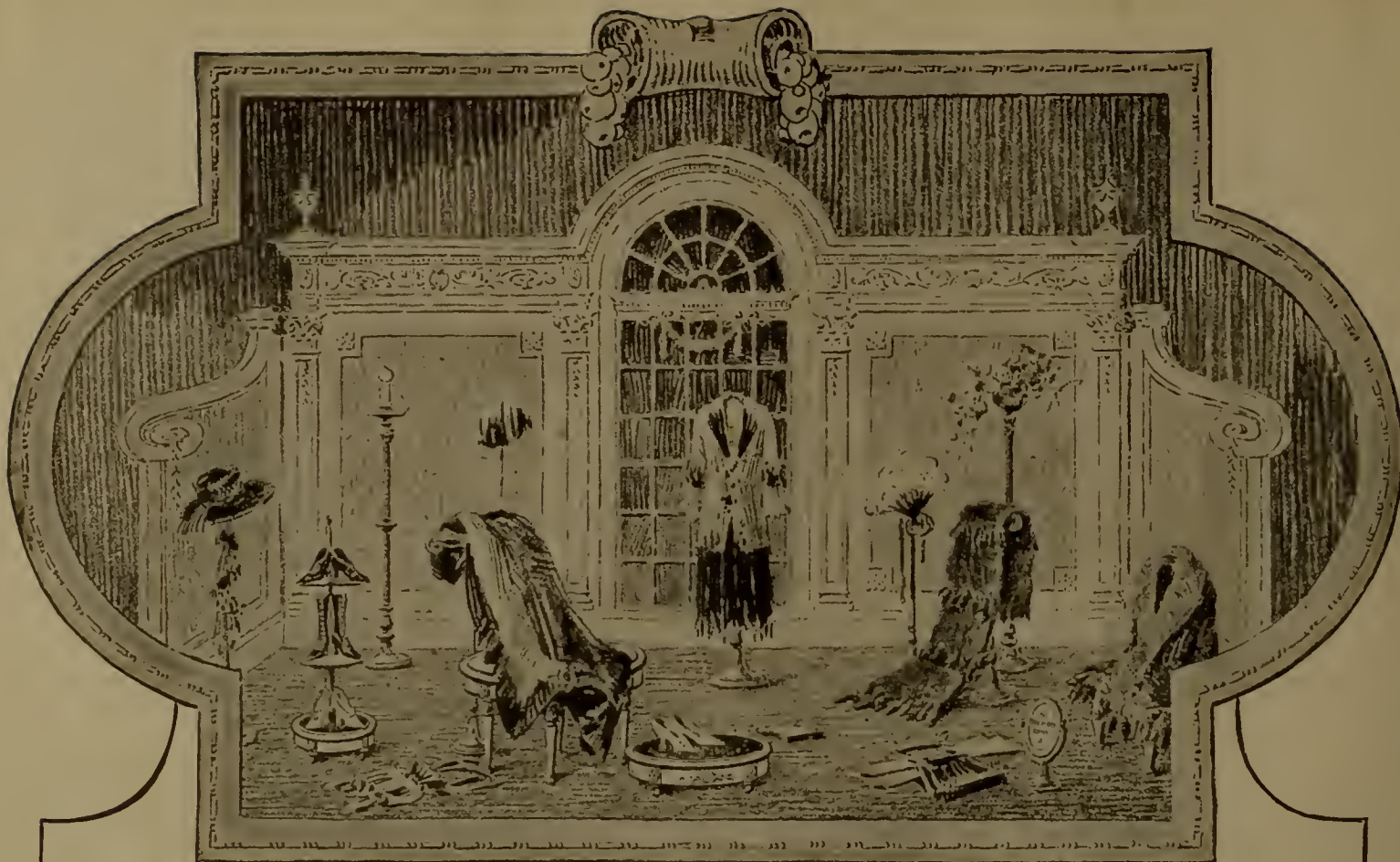
For many years we have been executing special designs for the best stores in America.

Send us your ideas and we will work them out to your entire satisfaction.

Send today for our new Spring Catalog

L. BAUMANN & CO., Flowers—

357-359 West Chicago Ave.,
CHICAGO .



THE DECORATORS SUPPLY COMPANY

FIXTURES for Window Displays have proved the best means of keeping the public informed on the distinct class of merchandise you sell. Harmonizing color effects with our Colonial Fixtures appeal especially in displays showing women's wear — they discriminate.

YOU WANT PROFITS

Help build prosperity in your community and incidentally AID in building up your profits by using our fixtures in your next Window Display.

Catalogue D. is free and, in addition to illustrating fixtures, backgrounds and other decorations, shows many interesting ideas for the display of merchandise. The largest factory of the kind in the world invites your inspection.

THE DECORATORS SUPPLY CO.

ARCHER AVENUE AND LEO STREET
CHICAGO, U. S. A.

The fixtures shown — a
pleasing adaptation of
Colonial Design





Build It of Beaver Board

Whether it's an attractive background you want, an unusual cut-out, or an interesting display form, Beaver Board will enable you to do the job quickly and economically.

Beaver Board lends itself to unusual conditions and finds many uses throughout the store. It can be sawed and nailed. It can be bent into any shape for pillars and other display forms. It is used in stores from coast to coast and is kept in stock by the best display men. Besides sturdiness, Beaver Board gives you a perfect surface for decorating that can be frequently redecorated and kept clean and fresh. Because of its lasting qualities it can be used over and over again.

Beaver Board is easily recognized—the Beaver Quality trademark appears on the back of every panel. Look for it and you will always be sure of the result. Let our Builders' Service Department give you suggestions for its use in stores. Send for our booklet "Beaver Board and Its Uses."

THE BEAVER BOARD COMPANIES

Administration Offices, Buffalo, N. Y.; Thorold, Ont., Canada; London, Eng. District Sales Offices at Boston, New York, Philadelphia, Baltimore, Atlanta, New Orleans, Buffalo, Cleveland, Cincinnati, Detroit, Chicago, Minneapolis, St. Louis, Kansas City, Dallas, Denver and San Francisco.

Sold by Lumber and Building Material Dealers Everywhere.

BEAVER BOARD

You can't expect
Beaver Board re-
sults unless this
trademark is on
the back of the
board you buy:



FOR PERMANENT OR TEMPORARY BACKGROUNDS, CUTOUTS AND DISPLAYS



An attractive millinery display with background easily constructed of

Your Display Problem Solved

You have a constant source of new ideas for your window displays if you keep a supply of

EZY-BILT Window Board

in stock. The Window Board of Unlimited possibilities. Endorsed by the leading display-men.

Easily cut with a knife—does not bend, buckle, warp or sag and requires no expensive carpentering.

Send us your name and address and we will forward a sample of EZYBILT and quote prices.

Low in cost, too

The Hunt-Crawford Co.

COSHOCTON, OHIO

The Window Board



of a 1000 uses



Schack's Interchangeable Practo-Art Settings

An Entirely New Idea in Background Treatment

Illustrated in colors on the front cover of Schack's 1921 Spring Catalog, that is now ready for mailing. This design is one of a series of Schack's New Practo-Art Settings. Each setting is composed of separate units that are interchangeable, each unit being complete in itself. They will fit practically any size window. The units can be rearranged in many interesting groups.

Practo-Art Settings can be used over and over again after having served in the window for several months, as the separate units will lend themselves readily for post or ledge decorations, in fact, for almost any kind of interior decoration. Their use is fully explained in

SCHACK'S NEW CATALOG

"The Secret of Successful Window Displays"
NOW READY FOR THE MAIL

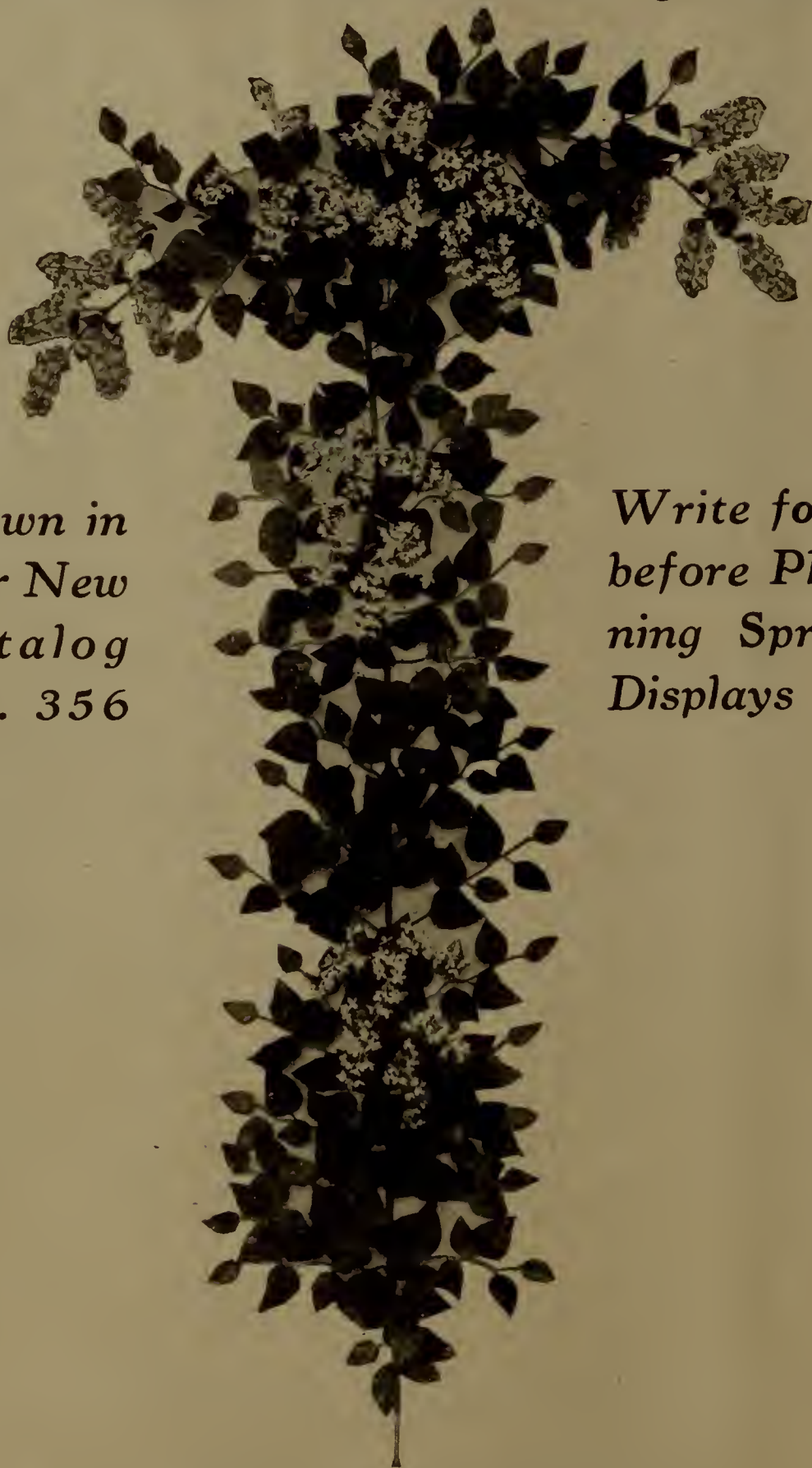
This new catalog contains 56 pages and hundreds of illustrations, every decoration is shown in colors. It is the only catalog that enables you to select definite colors for your displays. Schack's Color Key Plate is the new feature. Every displayman and every merchant should have a copy. **IT IS FREE.**

WHY NOT WRITE TODAY?

5% Special Discount on All Orders Placed Before February 15th

The Schack Artificial Flower Co., 1739-41 Milwaukee Ave., Chicago, Ill.

One of Our Many Spring Designs



Shown in
Our New
Catalog
No. 356

Write for it
before Plan-
ning Spring
Displays

No. 4540—Lilac Decoration Stands 8 feet high,
full of Lilac blossoms and foliage. Each \$15.00

Carl Netschert Co.

12 North Michigan Ave.
C H I C A G O

ORDER NOW
DON'T WAIT

Something Different

WRITE FOR
SPRING CATALOG



A-172—Japanese Screen 5-foot 2-in. wide, 6 ft. high
done in beautiful colors of BRONZES. Vase is
a cut out with cherry BLOSSOMS.
Complete \$34.00

Effective Window Displays can be
easily arranged by the use of
Don Shasteen Decorations

WHY?

because when *we* are through work
ing on them, they are finished
products, low in price and high in
quality.

Snappy, Artistic and Effective.
After seeing these hand-painted
screens you will admit that they
would sell just as quick for at least
50% more than we are asking, but
we want to prove to every display
man that by producing in quantities
we can give better decorations and
you can have more changes at less
expense.

Our paintings are strictly Hand
Work—we use no stencils.

*Built from best pine and
wall board obtainable.*



A-173— Circle is cut out around peacock and backed up
with a painted sky effect which sets back 2 ins.
Gives good relief effect done in best colors and
bronzes, Size 7 ft. wide, 6 ft. high . . \$38.00



A-174—Pollies and flowers cut-out and sky effect mounted
2 ins. Back painted in oil and colored Bronzes,
very rich.
Size 7 ft. wide, 6 ft. high \$36.00

Don Shasteen Studios

811 JEFFERSON AVE.
TOLEDO, O.

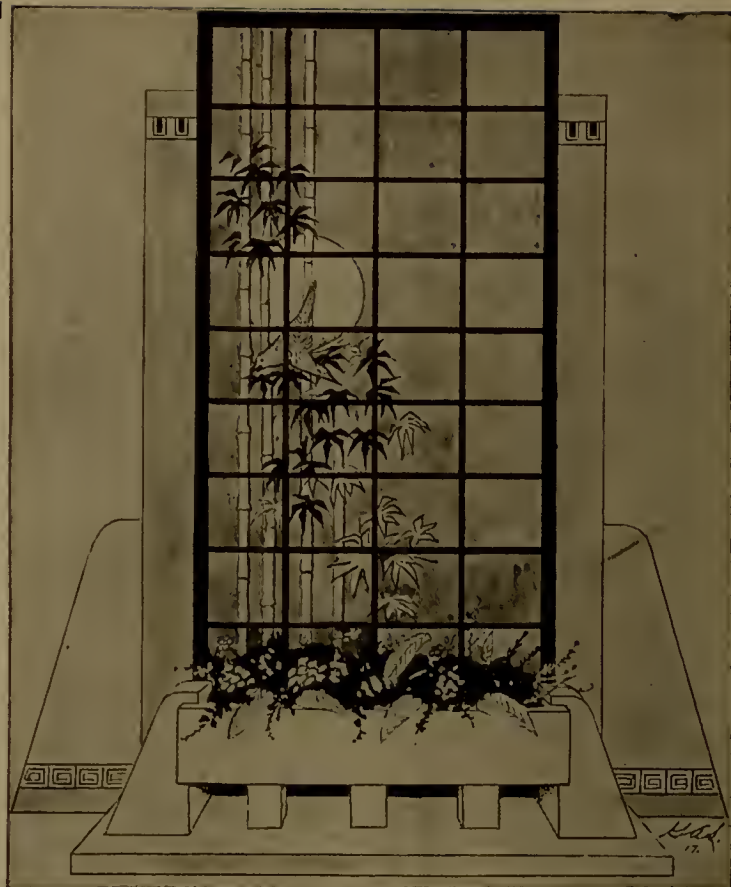
COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD: Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

Spring Decorations

We have a most complete line in paper and cloth for spring decorations and our prices are much lower comparing quality and workmanship. Send us your description or sketch of what you are interested in and we will be glad to submit samples with prices.

Special for Spring

No. 5062. Peach Blossom Spray. Size 12x40 inches. Just the thing for large interior decorations. Can also be had in the Apple Blossoms. Price, per dozen, \$3.50; per gross, \$36.00.

Same as above in either peach or apple blossoms, size of spray, 24x72 inches. Per dozen, \$9.00; per gross, \$90.00.

This is an excellent filler for any large decoration.

Notice: Displaymen. Don't fail to send your idea or description of what you have in mind for the coming season in paper or cloth and we will send samples with prices attached.

J. F. Gasthoff & Company

Leading Manufacturers of Artificial Flowers and Decorative Supplies

Danville

Illinois

A Display without Living Colors Is a Blank Cartridge

The Rainbow Lamp is making possible spectacular Theatrical Lighting effects in any show window

Here is a unique opportunity for progressive Display Managers to utilize this clever new device in securing elaborate stage lighting effects that will keep the public guessing. The Rainbow Lamp opens the way to gorgeously elaborate lighting effects in every department store show window. Backgrounds and decorations are alternately changed from blue to red, yellow to green, amber to gold, etc., the colorings merging from one to another so subtly that the passerby will be fascinated by the changing sequence of beautiful colors. All this is done automatically by a mechanical device. The Rainbow Lamp does not require the services of an operator except in starting and stopping. It has a mirror-projector fitted with a special diffusing lens which makes it an exceptionally powerful lamp. To this is fitted a motor-operated mechanism which continually shifts color screens before the lens, gradually merging one color into another on the display.

Not only is the effect spectacular and indescribably beautiful, but through screening the lamp from public observation, the

mystery of the color evolutions is enhanced and the public curiosity aroused. By simply turning a switch, the Rainbow Lamp, which is connected to a lamp socket, will continue to operate automatically until switched off.

Being exceedingly simple in construction, it requires no experience in operation and will not get out of commission.

Now that elaborate theatrical scenic effects, such as rain or clouds, lightning, ocean wave, rainbow and other effects are possible in the Department Store Show Window—and at a trifling expense—the importance of the Display Manager to his organization is still further emphasized, and many progressive display men are already giving much time to a careful study of the tremendous possibilities offered by the Rainbow Lamp.

Demonstrations will be made in leading cities all over the United States and Canada by our representatives. We invite you to write us immediately for a trial display in your own store window. For prices, terms, deliveries, etc., address,

The Rainbow Lamp *"Stronger than Old Sol Himself"*

Wire or Write for demonstration

THE ART DISPLAY LIGHTING CO.
233 FIFTH AVENUE, NEW YORK

CARTERS FAMOUS GREENS

for

Spring Openings

You will very soon want to put in your spring and Easter opening windows. Nothing is more indicative of the freshness of the season than my smilax and other evergreens for decoration. I quote you a few items as follows:



The above illustration shows just a corner of our shipping department. On these beautiful days everything is handled out in the open where we are all right close to nature. Exceptionally fine crop this spring.

SOUTHERN WILD SMILAX

There is no finer decoration for Stores, Show Windows, Churches and Halls. Has wonderful lasting qualities.

| | | |
|---------------------------------|------------|--------|
| Case No. 1 contains 600 sq. ft. | Price..... | \$4.50 |
| Case No. 2 contains 400 sq. ft. | Price..... | 3.50 |
| Case No. 3 contains 300 sq. ft. | Price..... | 3.00 |
| Case No. 4 contains 200 sq. ft. | Price..... | 2.50 |

LONG NEEDLE PINES

A beautiful and novel decoration; large, dark, glossy needles; beautifully marked stems.

| | |
|--|---------------|
| Price, per dozen..... | \$1.25 |
| Per 100 | 7.00 |
| Chamaerop Palm Crowns..... | Per doz. 2.00 |
| Chamaerop Palm Leaves..... | Per 100 2.50 |
| Sabel Palm Leaves, the large kind..... | Per 100 2.50 |

MAGNOLIA FOLIAGE

Very fine in decoration, put up in same size cases as Smilax, at same price.

| | |
|------------------------------------|--------|
| Gray Moss, per sack of 20 lbs..... | \$2.00 |
|------------------------------------|--------|

ASHLEY FLORAL COMPANY

Successors to Geo. M. Carter

Evergreen

Alabama

Haven't you heard and don't you realize

That every merchant and store operator must do everything in his power to give the greatest value to the customer. This is very true in these times when everyone is insisting on the greatest value for the money and disregarding friendship or previous dealings.

Therefore, how much more necessary is it for you Mr. Display Manager to buy your display forms and fixtures from a manufacturer like us who have no expensive showrooms, salesmen or other big overhead expense.

Show your employer that you are co-operating with him by "shopping around" before placing your order. Come down to our factory, even if it does take a few minutes of your time, to convince yourself.

Many employers are bringing their displaymen here or advising them to come here or to get in touch with us. Be one of the display-managers to take this step first, so if it is asked if you investigated our values, you will have your answer.

David Sobel's Sons

143 Grand St.

New York

All we ask is a trial order with the understanding that you can return same if not to your utmost satisfaction



BACKGROUNDS FOR UNIT TRIMS

These new embroidered folding screens are made with removable panels. This arrangement affords splendid opportunities for numerous changes. May we send you our folio of actual photographs of these backgrounds?

OUR VALANCE SKETCH SERVICE

is at your command. We will be pleased to draw up special sketches without obligation on your part.

Drop Us a Line.

THE L. A. KICHLER CO., 717 Lakeside Ave., Cleveland

Present Business Conditions Demand Highest Window Efficiency

This will be a good business year for the merchant who goes after business aggressively. It will be a profitable year for the man who spends money intelligently to make money. The coming year is one that will abundantly repay the merchant who puts real efficiency into his show windows.

We are prepared to put 100% selling efficiency into your spring displays.

We can design and build show window settings that will sell your goods. And these settings will cost no more than the ordinary kind.

Write us today—the time grows short.

The Bodine Spanjer Company

1 Designers and Manufacturers of Decorative Settings for Show Windows.

160 Chatham Court :: :: :: :: Chicago





Send for our new 40-page Catalogue of Shoe Display Fixtures

The ONLI-WA for DISPLAY

When business lags brace up your selling methods. Your windows are your greatest asset. They cost you less to operate than any other part of your store.

Are they looking their best? A few dollars invested in new fixtures will bring big returns.

Easter is early this year. Unless you place your fixture order now, you are likely to be disappointed.

Send for our latest catalogue of proper Display Fixtures, including our 1921 Colonial Shoe Fixtures.

A Fixture for every use. Men's and Ladies' Wear, Shoes, etc.

Write Us Today.

THE ONLI-WA FIXTURE COMPANY

Dayton,

Originators and Manufacturers of Our Own Fixtures

Ohio

Feldman's Humanized Wax Figures are in a class of their own



All of Feldman's Wax Figures have a human charm and personality that gives character and distinction to any garment that may be shown upon them. They are the aristocrats of wax figures.

OUR CATALOG is worth sending for

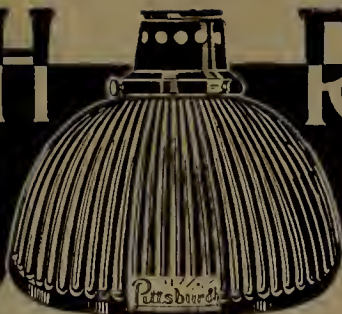
In our latest catalog you will find a remarkably complete line of Feldman's Humanized Wax Figures for showing all lines of wearing apparel. It also shows fixtures of every description for every purpose. We also manufacture valances, artificial flowers and many original novelties.

We have moved into our new and greatly improved quarters where we are showing a truly splendid line of our celebrated Humanized Wax Figures and other display specialties. The new address is—

Feldman Fixture Co.,

**32 West 32nd St.
New York City**

PITTSBURGH REFLECTORS



THE STANDARD FOR SHOW WINDOWS

IT is the way you use it—not the amount of current you burn—that makes your show window lighting attractive, effective, profitable.

Pittsburgh Reflectors give you increased efficiency—positively. Our experience can be made useful to you. Let us help you get the utmost from your show windows. Write today.

Pittsburgh Reflector & Illuminating Co.

3rd Avenue and Ross Street
PITTSBURGH, PA.

Chicago Office:
565 West Washington Street
San Francisco Office:
75 New Montgomery Street



Beautiful Southern Greens the Ideal Decorations for Spring

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

| Case | Contents | Weight | Price |
|-------|-------------|---------|--------|
| No. 1 | 100 sq. ft. | 15 lbs. | \$1.00 |
| No. 2 | 200 sq. ft. | 20 lbs. | 2.00 |
| No. 3 | 300 sq. ft. | 25 lbs. | 3.00 |
| No. 4 | 400 sq. ft. | 30 lbs. | 3.50 |
| No. 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| No. 6 | 600 sq. ft. | 50 lbs. | 4.50 |

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Grey Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag.....\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.....\$4.00

Order from this ad—we guarantee absolute satisfaction

All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama



Southern Wild Smilax.

Complete Outfits for Making Showcards

The show card outfits listed below have been selected as the most practical and useful equipment for the beginner at card writing. These tools and equipment are based upon a working experience of many years. Every item will be found of good quality and the values are the best on the market.

Pen Outfit A \$5.00

- 1 Doz. Assorted Speedball Pens.
- 2 Doz. Assorted Cardpens.
- 3 Penholders.
- 1 8-oz. Bottle Black Speedink.
- 4 3-oz. Bottles Speedink, white, red, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Card-board.
- 1 Book "Elementary Show Card Writing."

Brush Outfit B \$5.00

- 1 No. 2 Red Sable Rigger Brush.
- 1 No. 6 Red Sable Rigger Brush.
- 1 No. 10 Sable Rigger Brush.
- 6 2-oz. Bottle Best Black Show Card Color.
- 6 2-oz. Best Showcard Color, white, red, yellow, blue, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Card-board.
- 1 Book—"Elementary Show Card Writing."

Pen and Brush Outfit C \$7.50

- 6 2-oz. Bottles W. K. Showcard Color; white, blue, red, green, yellow and purple.
- 2 8-oz. W. K. Showcard Color, black, red.
- 3 3-oz. bottle Speedink, black, white and red.
- 3 Red Sable Rigger Brushes, 1 each No. 2; No. 6; No. 10.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 pen holders.
- 50 Sheets 11x14 asstd. colored and white cardboard.
- 50 Sheets 7x11 asstd. colored and white cardboard.
- 1 Book—"Elementary Show Card Writing."

Pen and Brush Outfit D \$10.00

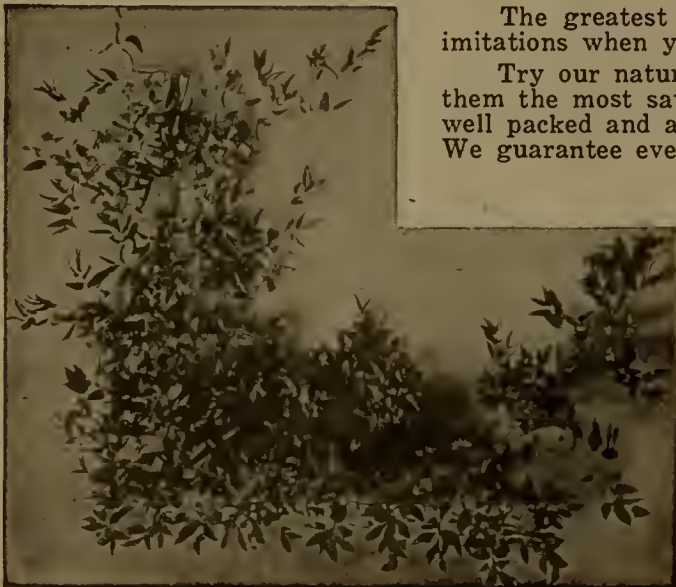
- 4 8-oz. Best Showcard Colors, black, red, white and blue.
- 6 2-oz. Best Showcard Colors, med. green, orange, yellow, purple, lt. red, dk. green.
- 1 8-oz. black Speedink.
- 3 3-oz. Speedink, purple, white, and red.
- 1 16-oz. Muscilage.
- 3 Red Sable Rigger Brushes, 1 each Nos. 4, 8, and 12.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 Penholders.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 50 Sheets 7x11 Assorted, Colored and White Cardboard.
- 1 Book—"Elementary Show Card Writing."

Send your order today. State which outfit is wanted A, B, C, or D.
Shipments will be made same day orders are received.

G. Wallace Hess, 1524 North American Building, 36 S. State St., Chicago

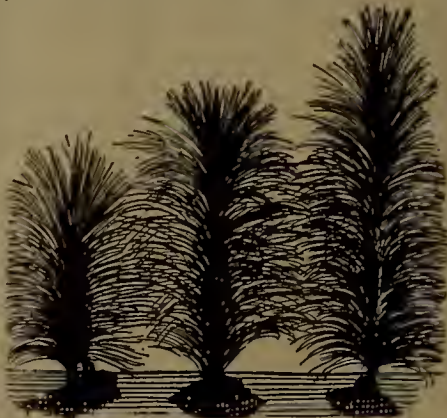
Natures Own Decorations

They Cannot be Imitated—Much Less Improved Upon



The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money? Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

- SABAL PALM LEAVES
- MAGNOLIA FOLIAGE
- LONG NEEDLE PINES
- CHAMAEROP PALMS
- HOLLY
- FADELESS MOSS
- SOUTHERN GRAY
- MOSS



All of these greens can be supplied in any quantities.
Our quotations are F. O. B. Evergreen.

Southern Wild Smilax

(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

| Case No. | Covers Approx. | Weight | Price |
|----------|----------------|---------|--------|
| 1 | 100 sq. ft. | 15 lbs. | \$1.00 |
| 2 | 200 sq. ft. | 20 lbs. | 2.00 |
| 3 | 300 sq. ft. | 25 lbs. | 3.00 |
| 4 | 400 sq. ft. | 30 lbs. | 3.50 |
| 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| 6 | 600 sq. ft. | 50 lbs. | 4.50 |

Long Needle Pines

Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

| | Each | Dozen | Hundred |
|----------------------------------|--------|--------|---------|
| 2 feet high..... | \$0.10 | \$1.00 | \$ 6.00 |
| 3 feet high..... | .15 | 1.50 | 9.00 |
| 4 feet high..... | .20 | 2.00 | 11.00 |
| Assorted sizes, 2 to 4 feet..... | | 1.50 | 9.00 |

Extra large sizes, 5 to 6 feet, \$0.50 each.

All Orders Shipped Promptly

Caldwell, The Woodsman
EVERGREEN, :- :- :- ALABAMA

NOW READY FOR YOUR SPRING DISPLAY



Vase No. 22, 4 feet high

DeLuxe Decorations of Majolica-Papier-Mache

At Surprisingly Low Prices
All Sizes Up to Seven Feet High

The most wonderful variety of vases and
flower stands ever placed before the display man.

Furnished in full or half relief.

The MAJOLICA FINISH is our own patent process which is worked over the papier mache, which entirely eliminates the papier mache effect. Our finish produces a rich, soft appearance that will enhance your window display.

Send for Our Catalog and Price List

HARRISBURG WAX FIGURE CO.

335 Crescent Street, Harrisburg, Pa., U.S.A.



Stand No. 20, 5 feet high

Compare Our Fixtures with Others



344—TRIANGULAR TABLE
Top 16 inches diameter by 24 inches high.

Make a careful comparison of our display fixtures with any others on the market and you will readily note the important differences.

In all of our products you will find the best of materials and perfect workmanship, but what is even more important, you will also find a beauty of design that is unusual.

A comparison will show many little refinements of decoration and a nicety of design not found in other fixtures. All of our fixtures possess real distinction.

A New Catalog of Shoe Fixtures

We have just issued an interesting catalog of high grade shoe fixtures which shows not only the fixtures but how they are used. If you sell shoes you will want this book.

Our regular catalog shows fixtures and backgrounds for every purpose.

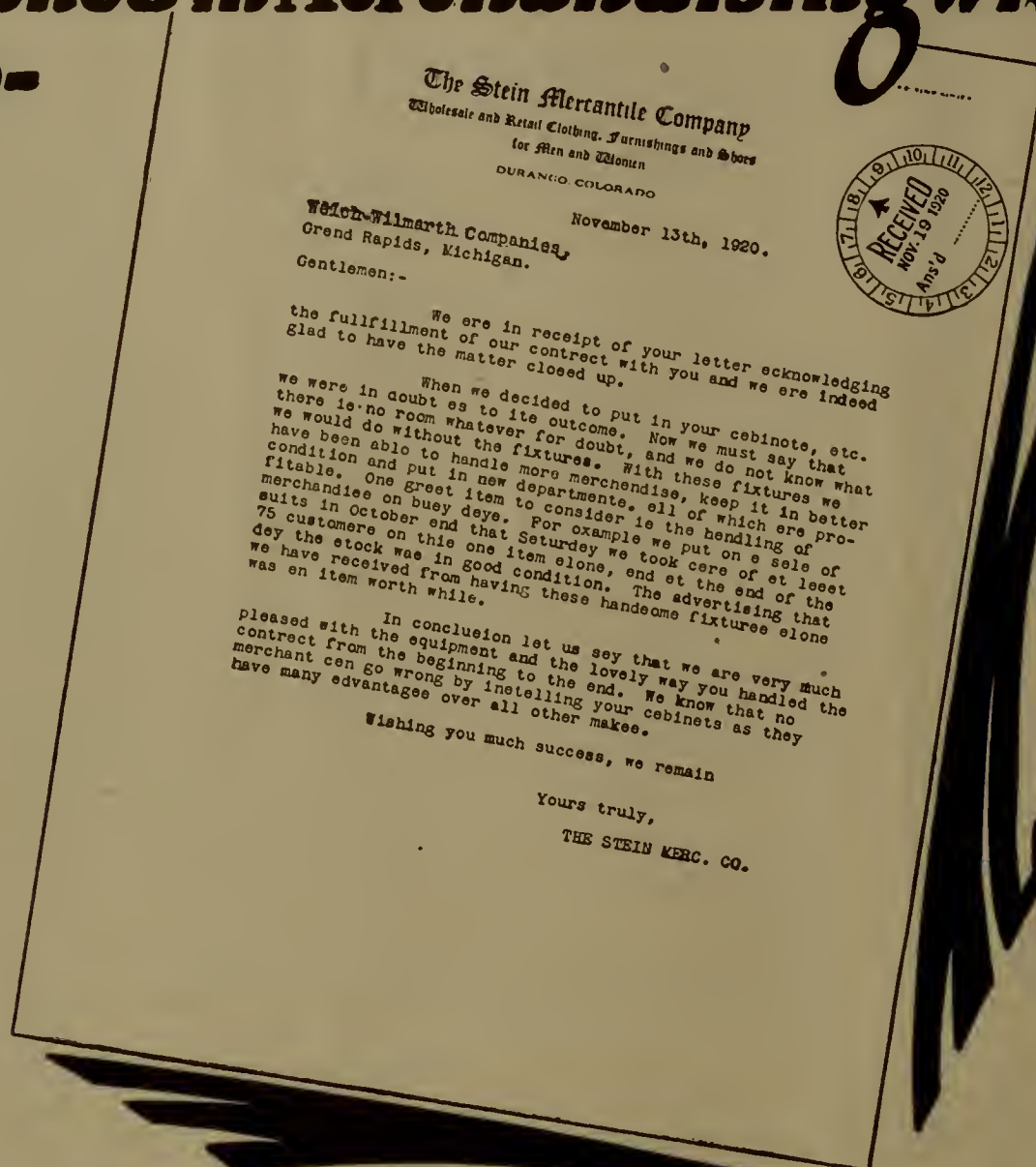
Write us today



571—TABLE
10x20 inches top by 10 inches high.

Decorative Fixture Company 16th and Jefferson Sts.,
CHICAGO, ILL.

This Letter shows what Method in Merchandising will do-



Each Store Design Given Individual Thought—

WHILE the accumulated knowledge and experience of our store planning experts are utilized in the planning of all stores, there are in each case individual problems to solve. The sales making value of space, equipment, and arrangement are considered as applied to the particular store.

That is why "Method in Merchandising" stores

are successful. They receive a merchandising service which means more than so many cases, wardrobes and units. The dominant idea is sales value.

Our designing representative is right on the ground in your own store when the plan is made. This assistance, as a part of our service is an exclusive feature of the Welch-Wilmarth Companies. Ask us about it.

THE WELCH-WILMARTH COMPANIES GRAND RAPIDS, MICHIGAN

Originators of Method in Merchandising Store Equipment

Branch Offices:

| | | | | |
|-----------|-------------|----------|----------------|------------|
| Chicago | Boston | New York | Philadelphia | Pittsburgh |
| St. Louis | Minneapolis | Denver | Salt Lake City | |

MERCHANTS RECORD *and* SHOW WINDOW

VOLUME XLVIII
NUMBER 2

FEBRUARY, 1921

Single Copies
Thirty-five Cents

Show Window Lighting

The general principles of display illumination—Some of the commonest faults in lighting the window—Too much or too little light—The big idea is to keep the light on the merchandise and out of the eyes of the passerby.



By Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

Editor's Note—This is the first of a series of six authoritative articles prepared by an experienced illuminating engineer exclusively for this journal. These articles will appear at intervals throughout the year and will cover the following phases of this important subject: General Principles of Window Lighting, Installation of Lamps and Reflectors in the Window, Color Lighting in the Show Window, Extra Lighting in the Show Window, Reflections in the Show Window, General Suggestions as to Window Lighting.

WHILE it is the advertising value of the show window—its power to make and promote sales—that is the chief reason for its illumination, the merchant who employs a lighted window in which to display his goods assumes an educational responsibility of no inconsiderable importance, both toward his own customers and toward the community. He has something to offer his customers, else would not be in business, so for his own interests should educate the public in his line of merchandise, the service he is prepared to render and in the opportunities to be secured by dealing with his establishment. He owes the community for the value of his location, and, for his own interests, as well as those of his neighbors, is responsible for maintaining the tone of the locality. The more successful the individual merchants are in discharging this community responsibility, the more they will benefit—one and all—from their own contribution and those of their neighbors toward the general desirability of the locality for business purposes.

Ordinary Lighting not Enough

Lighting of store and show windows should be a matter of civic pride, for no one merchant can secure for himself the maximum returns from his window display if it clashes with other displays of the neighborhood, or if the other show windows do not add to the attractiveness and the appeal of the locality. Ordinary window lighting, consequently,

is not sufficient—whether judged from an entirely selfish point of view or from that of community pride—perfect illumination should be striven for. During the day, the passerby may stop to look at a striking display in a show window, but at night the window display should compel attention as well as attract, for properly lighted windows are always at their best at night.

It is at night also—in the evening after the store is closed—that the average passerby has more leisure and is in a frame of mind receptive to the suggestions made by the show window displays. The theater crowds, the patrons of restaurants and nearly all who pass during the hours of general recreation are excellent prospective customers. It is for this reason that such large sums are spent for window displays and also why the windows of a store are frequently worth at least 10 per cent of the rent or value of the entire shop. With the windows such an important proportion of the shop rental, it is quite obvious that economic considerations necessitate the effective utilization of the show window every possible moment—in other words, the lighting of show windows is an economy which cannot be overlooked by any progressive merchant.

Lighting Faults

A constructive consideration of proper and effective display illumination is best introduced by pointing out the commonest faults in window lighting, for knowing what to avoid is very apt to render

an appreciative understanding of approved procedure a simpler matter. The chief faults are uneven lighting, too much light and too little light. Uneven lighting means that certain portions of the window are adequately lighted, or perhaps excessively illuminated, while others are relatively lacking in light, poorly illuminated. Obviously, this is a grave error, for the merchandise placed in the poorly lighted areas will not be displayed as effectively as that where the light is better, and a display window—every inch of it—is altogether too valuable to justify the insertion of goods which it is not to the advantage of the establishment to have clearly viewed.

Too much light in a show window tends to dazzle the eyes of the observer and prevent a proper view of the display, but this is not the customary cause of what is termed too much light in a window. It is not so much excess light in the window as it is too much light shining out of the window which is to blame. The object of window lighting is to illuminate the display, not the street, so the merchandise on view should be seen by reflected light and no source of light should be directed toward the street. A quite high degree of illumination can be maintained in a show window without detracting if the light is maintained in the window. Any direct light thrown out into the street is so

much light wasted, besides detracting from the illumination of the display. As window lighting is almost exclusively from above, the condition of light rays directed toward the street is conclusively indicated by a dense shadow on the sidewalk, extending out from the building line. Such a shadow should be absent, or very narrow.

Too Little Light

Too little light in a show window quite obviously means that the display is not shown up to the best advantage, but just as obviously, both too much and too little light are relative values which cannot be expressed in specific units of measure. The degree of street illumination and that of adjacent and surrounding show windows very materially affect the proper intensity of window illumination, as well as the character of the merchandise on display. The lighted window should make such contrast with the darker portions of the building as to compel attention to the display, but the contrast should not be so great as to dazzle the eyes. Adjacent windows naturally compete in compelling attention, but excessive illumination detracts, so rivalry in intensity of illumination may lead to undesirable conditions. The subject of advisable degree of illumination will be given further consideration when discussing the actual installation of window lighting systems.



THIS FURNITURE DISPLAY BY RAY R. WILLIAMS FOR LOVEMAN, JOSEPH & LOEB, BIRMINGHAM, ALA., SHOWS A PERFECTLY LIGHTED WINDOW. CONSIDERING THAT THIS DISPLAY IS PHOTOGRAPHED THROUGH GLASS AND THAT MUCH OF THE DETAIL IS LOST IN THE ENGRAVING AND PRINTING, IT IS A REMARKABLY CLEAR PICTURE.



HERE IS A REMARKABLY GOOD EXAMPLE OF SHOW WINDOW ILLUMINATION. THERE IS JUST ENOUGH ILLUMINATION AND IT IS DIFFUSED PERFECTLY. NOTE THE RUG ON THE BACKGROUND AND SEE THE EVENNESS WITH WHICH THE DETAILS AT THE TOP AND BOTTOM ARE SHOWN. THIS IS A DISPLAY INSTALLED BY A. R. WAGONER, DISPLAY MANAGER FOR A. T. LEWIS & SONS, DENVER, COLO.

One other fault in window lighting is to have the lamps lighting the display in view. Lamps in sight compel attention to the lamps and draw the eyes of the observer from the merchandise on view to the light sources—i. e., away from what the merchant has for sale and toward something which he is not interested in having his prospective customers examine, to the neglect of his own goods—besides which, they tend to dazzle the eyes of the observer and interfere with his examination of the merchandise on view. When lamps form part of the display and of the window dressing, they should be of low power and not shine annoyingly toward the eyes of the observers on the sidewalk.

The general requirements, or principles, of illumination for effective show window lighting may be summarized briefly as: lighting the display, retaining the light within the window and avoiding, so far as possible, light sources located within the line of vision of observers. Good window lighting, consequently, is very largely a matter of selecting lamps and reflectors suited to the individual window and the merchandise on view and in harmony with these principles. As correct window lighting costs no more than poor and inefficient window illumination, it is highly important to give the planning of the window lighting system careful and proper consideration.



A New Background Idea

An original scheme of construction that presents many practical and artistic advantages—Large central panel that is easily convertible to any drapery treatment—Neutral color effect harmonizes with all kinds of merchandise—Other novel and convenient features.

□ → □ ← □

By W. D. Sneller

Display Manager for Wm. Gushard Dry Goods Co., Decatur, Ill.

A NEW and altogether unusual departure in permanent show window backgrounds has been evolved and installed in the show windows of the newly remodeled store of William Gushard Dry Goods Company, of Decatur, Illinois. These windows combine numerous new ideas that make them unusually elastic and the color and appearance of the background is readily changed with little difficulty, in addition to other changes that will be described further on.

The background proper, before which merchandise is shown, is a plain, plastic wall with a fine white sand finish, and is treated with a flat paint in a medium but warm French gray which contains considerable red and some blue. This is a won-

derful color for background use as it harmonizes perfectly with any color that may be placed before it.

The Color Effect

The background panel is surrounded with wood casing which is finished in gray and silver, that is, the wood is dyed gray and the grain or pores of the oak are filled with silver or aluminum bronze. This is given an egg-shell wax finish. The general design of the back will readily be understood from the architect's drawing, which accompanies this article and is equally clear in the photographs. This treatment if the molding makes a highly artistic and pleasing, but unobtrusive effect in combination with the French gray panel. It does not detract



THIS PICTURE SHOWS THE GENERAL BACKGROUND PLAN CLEARLY—THE "STOP" OR ROUND COVERED FRAME IN THE BACKGROUND IS REMOVABLE AND BACK OF IT IS A SOFT WOOD STRIP OF CORRESPONDING SHAPE.



THIS PHOTOGRAPH ILLUSTRATES HOW DRAPERIES MAY BE APPLIED TO THE BACKGROUND UNDER THE REMOVABLE STOP. IN THE SAME MANNER DRAPERIES MAY BE USED TO COVER THIS ENTIRE SECTION OF THE BACKGROUND.

the attention from the merchandise, but brings out the latter to wonderful advantage. Ornamental effects, or highlights, of the woodwork are slightly touched with dull gold and a little blue is used in the depressions of the ornaments, relieving the sameness of all-gray, and producing a handsome and highly pleasing effect.

Between the windows and directly behind the columns or piers of the building, are French doors having one large mirror to each door and with a removable French panel. This makes it possible to use only the plain mirror without the French window effect. It also permits of treatment in various other ways. There is no separation between the windows behind the columns or piers. In other words, the windows are not boxed up separately. The sides and also the backs of the building columns are covered with mirrors, so that in looking into the windows at the French door mirrors the column is not seen—there is only a reflection of the backgrounds, as seen in the mirror at the back of the column.

Removable Electric Fixtures

At each side, above the French door, is an ornamental medallion, the center of which is movable to allow antique silver electric sconces to be plugged in without any special wiring having to be done. The plug connected with the sconce, or bracket, is just pushed into place, where it is held firmly, and the electric connection is made. When these fixtures are not desired, they are merely removed and the section of the medallion ornament is put in

place to conceal the socket. These electric fixtures are in torch effect, with two candle lights for small electric lamps, which are fitted with shades in the shape of shields.

The woodwork surrounding the plastic panel has a removable molding, or stop. The fittings attached will allow the removing of the stop. Immediately under this stop and along the entire edge of the plastic panel is a strip of soft wood, designed to permit the fastening with tacks or pins of velour, tapestry, felt, scenic paintings, or any other drapery or material that may be desired as a covering for this main section of the background. To handle in another way, the panel may readily be painted at a moment's notice to meet the requirements of any color scheme or effect desired. When the stop is replaced, it entirely covers the pins or tacks and makes a finished job. This changing of the background or plastic panel to any color or desired material requires very little time, and the only cost is for the material used. There is no damage done to the windows, and the soft wood underneath the stop permits the attaching of any material smoothly and with very little work.

This is a highly important feature, as it permits an entire change in the appearance of the windows with little effort and small expense—it makes the windows a great deal more valuable to the store, as they are so readily adapted to any color or character of merchandise. Their interest to the public is also much enhanced.

The changeable feature just described is illus-

trated in the holiday display of phonographs, as shown in one of the photographs. This illustration shows a velour portiere effect at each end of the panel. There draperies were attached in the manner that has been described, being simply tacked to the soft wood strip underneath the removable stop, after which the stop was replaced, as shown. The entire ten windows of the store were treated in the manner shown in this photograph. The French doors were treated with velour lambrequins at the top and small panels of velour extending from the lambrequins to the floor at each side of the door. These were finished with silk fringe, cord and tassels.

The foliage used in the holiday windows was all in metallic color in harmony with the velour. Two of the windows were in mulberry, the next five in old-blue, and next three in mulberry. Small Christmas-tree lights were used among the metallic foliage to give the windows more of a holiday spirit.

The floors were entirely covered with French gray wool-felt, laid smoothly. This was in exactly the same color as the plastic panel and it is entirely in keeping with the writer's idea of having the floor in the same color as the background, for general use, as the floor is in reality as much a background for the merchandise as the actual background. It deserves the same attention as the latter, although it does not always receive it.

Floor Treatment

It is the opinion of the writer that the floor of a show window should never be too striking or of a strong design as it detracts from the merchandise. People standing close to the glass and looking down at an angle see the merchandise in relief against whatever floor covering may be used. If this is of a marked design it cannot but divert attention from

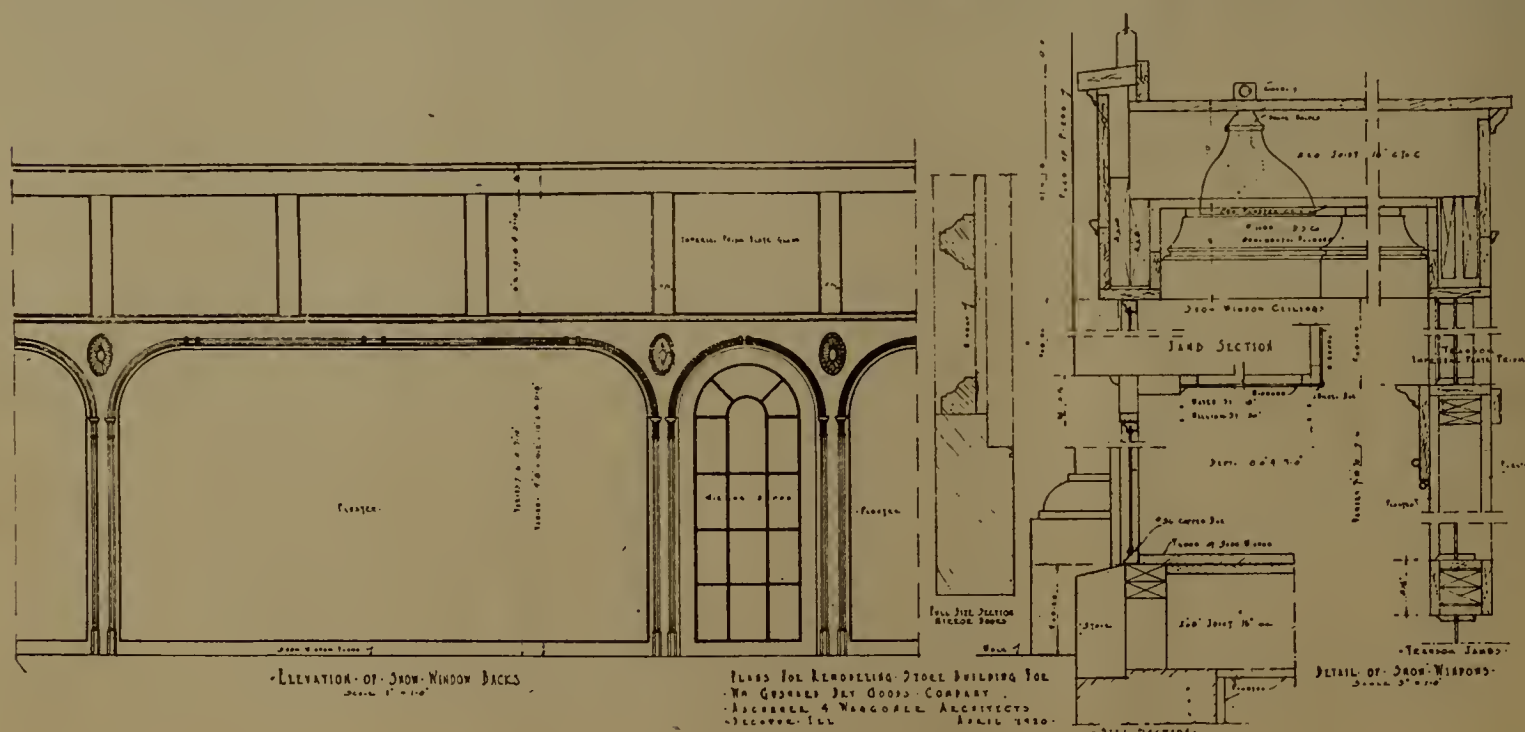
the goods. On the other hand, if it is a plain, neutral surface, it gives to the merchandise the relief that is necessary to show it to advantage.

Another photograph illustrates one of these windows with a display of shoes. This is not offered as an example of decorative display, but is presented as showing very clearly the general details of the window construction. It will be noted that the whole design is artistic, without being too striking or obtrusive. To get a further appreciation of the general utility of this window, the rich but neutral color effect must be taken into consideration, and it is to be regretted that this cannot be shown in a black and white reproduction.

The Handling of Lighting

The lighting system used in these windows is unusually satisfactory. Improved reflectors, particularly adapted to these windows were fitted into the ceilings, in the manner shown in the architect's drawing. This is a decided improvement over the ordinary installation, in which the lamps are hung down below the ceiling. In these windows the lower edge of the reflector is level with the ceiling and the window valances completely conceal any suggestion of any unpleasant glare. The ceiling is ornamented in plastic effect treated in ivory with a little gray used for high-lighting in the decorative molding. This is a highly practical idea, as it reflects the lighting from the ceiling into the window and does not absorb it like a mahogany, walnut, or any other dark wood would do. Above the ceilings are the transoms for illuminating the store by daylight. These are made so that they may be opened to ventilate the entire store, and this has been found a highly important feature, as excellent ventilation is thereby assured at all times.

These windows are entirely the product of De-



THIS ENGRAVING WAS MADE FROM A LARGE BLUE PRINT AND MANY OF THE DETAILS ARE LOST. IT SHOWS IN A GENERAL WAY, HOWEVER, THE DESIGN OF THE BACKGROUND AND AT THE RIGHT MAY BE SEEN SOME OF THE DETAILS.



CLOTHING DISPLAY, BY E. F. WITT, FOR LEVY BROS., LOUISVILLE, KY.

This is a somewhat shallow window, and the background is a handsome spring design painted on wallboard in pastel colors. In the middle is a tall wicker vase filled with spring

foliage and flowers. On the show card shown on the floor close to the glass is attached a flower and foliage of the same sort used in the vase.

catur, being evolved, perfected, designed, and constructed locally. It may be said in this connection that every member of the firm of the Wm. Gushard Dry Goods Company is highly pleased with the show windows and backgrounds, both because of their highly satisfactory appearance, and the practical character of construction which enables quick changes with little effort.

It may be added that, in the belief of the writer, we have satisfactorily solved the permanent background question for all time. Ours is a background

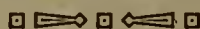
that will harmonize with any and all merchandise as to the color, decorations, etc. In addition to this, it is susceptible to a ready change from time to time and is immensely superior to mirror background. Backgrounds of wood or imitation stone are, from the writer's viewpoint, unchangeable and unsatisfactory, as they are hardly suitable to all of the many lines of merchandise carried by the average department store. We know that the design we have evolved is a winner, and we are highly satisfied with it.





Notes from New York

*A change at Macy's—New York display managers meet—The display man must be able to see ahead—Weather during next few weeks will be a big factor in business
—Notable "Thrift" display at Lord & Taylor's—
Grey is a favored color this season.*



By F. F. Purdy

ANOTHER change at Macy's, with Mr. Vosburg, in charge for the past three or four months, resigned. At this writing there is nothing definite to report regarding the future administration of the department. Mr. Malet, predecessor of Mr. Vosburg, and who remained since that time in another capacity, is on hand. So is Mr. Powers, second man under many late display managers, and two or three other good men, as well as a number of helpers. They are working along under systems that have been in vogue at Macy's for some time. There have been many changes during the past few years in the head of the Macy decorating department, not in the second or third men, but there are evidently difficulties that encompass the head of this division that are far greater than those confronting his subordinates. Mr. Vosburg has not announced his future plans at this writing.

H. L. Bear, for the past fifteen or more years display manager for James A. Hearn & Son, has resigned his position. Mr. Bear is a window trimmer of long experience and wide acquaintance here. He has been succeeded by Joseph A. Cook, who had been with the same house for almost as long a time, in various capacities; for the past five years in charge of the signs and tickets throughout the house. He had worked in conjunction with Mr. Bear, though in a separate department. Now he will have charge of both window and interior decoration and the signs and tickets as well, and will have some ten hands assisting him in all branches. Hearn has been running the usual January sale in all departments, and Mr. Cook reports a splendid volume of business for the month for this staunch old value-giving house, that has stuck to its old downtown location at low overhead and is making bigger turnovers than ever.

Display Managers Meet

The January meeting of the New York Display Managers' Association at the Bush Terminal building in Forty-second street on Monday, the 24th, was much increased in interest by the widespread

announcement that four outside speakers would address the meeting, including Charles F. Wendel, president of the I. A. D. M.; Carl Goettman, display manager for Joseph Horne & Co., Pittsburgh, a fine and exclusive department store; Mr. L. F. Dittmar, of the Rike-Kumler Company, Dayton, Ohio, and Mr. Charles W. Morton, a display manager from California. It was not strange that an excellent attendance turned out to welcome the messages from these visitors. At this meeting the charter closed, with fifty-one members.

Discussing the functions of the display manager with Mr. Beyer, of McCreary's, he remarked that during these times when trade currents ran in tidal waves, the display man needed a prophetic vision; in other words, a very long head. It was necessary for him to figure on his windows for a month or two ahead, and placed him in the position of the buyer sensing market conditions sixty days away. When considering placing orders for display features that far in advance, which involved expenditures running far into four figures, he must be sure that at time of installation of the feature the right conditions were to prevail, so that, as it were, he would hit the nail squarely on the head in the opportuneness of the showing. This applied, of course to the display man of the large house rather than to one whose efforts were confined to the trimming of windows with the merchandise available.

The lull at this writing, when the course of business is problematical, was a period of reflection that required more mental effort by far than periods when trade was running in a regular course. There had been instances where large and expensive efforts had been put forth that had not been worth while, though he was heartily in favor, from the turnover standpoint, of ambitious programs that were bound to make good. He reported January sales as great in units as in January, 1920, if not in actual money value. The date of the early Easter, March 27, Mr. Beyer did not look upon as so important as the weather at that time. The winter had



BOOK DISPLAY, BY A. R. WAGGONER, FOR A. T. LEWIS & SON, DENVER, COLO.

so far been mild, which might make for a cold period around Easter, which would have a very different effect upon character of goods sold than springlike weather. He thought a fair gamble was for Eastern weather around April 10, and felt that unusual preparatoinis would be made by the department stores generally in featuring strong displays for Easter and well into June, of the usual wearing apparel and millinery.

Progress at Namm's

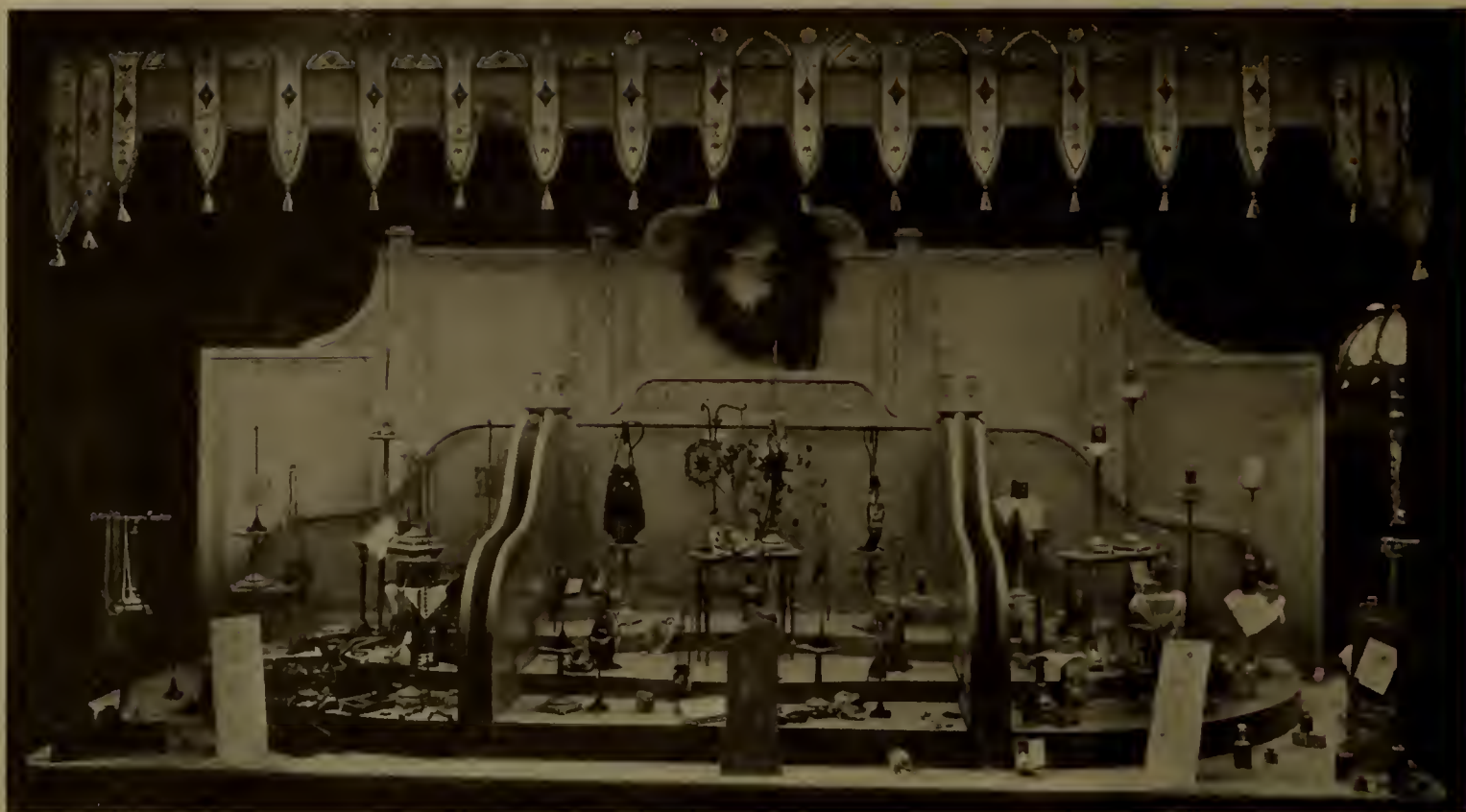
All the large new addition to the store of A. I. Namm & Son, Brooklyn, is now occupied by various departments, filled with merchandise, except part of the main floor. The windows are yet to be filled with their opening displays, which will be some time in February, and thus Livingston street and Elm place will blossom forth in an unwonted way. This house has come out with one of the most compelling events to shoppers which have thus far been put on by any of our stores. On January 17 a "half-million-dollar purchase sale" was inaugurated, all new merchandise bought at "enormous price concessions for cash." A cash purchase nowadays has quite a meaning for manufacturers, where there are no "datings," and none of the modern delays in payment of the financial departments. The public is looking for real values and has been studying prices in the light of current drops of wholesale prices, and the Messrs. Namm were thus enabled to make some unusually attractive offerings.

The sympathy of the trade hereabouts was extended to Dean Frankenthal, of Altman's, on the

death of his wife, which occurred quite suddenly at his home, 12 West Sixtieth street, on December 30, last. The funeral services were held at the same place two days later. Display Managers' Club turned out in large numbers and sent a beautiful floral offering. Mr. and Mrs. Frankenthal had been married thirty-three years.

Thrift Week

There has been some disposition on the part of merchandisers to shy away a bit on the Thrift Week proposition. But there were evidences of some taking up the idea to turn it to use in display advertising. A noted Wall street house has been running a series of strong ads on thrift in order to get people to save money they can invest in its securities. Evidently this house has met with some cursory criticism, for a full double-column ad was run explaining how the kind of thrift it meant would not harm a merchant's sales. However that may be, there were ads featuring thrift, meaning the buying of the low-priced goods offered by the advertiser. Then at Lord & Taylor's, in the corner window, where so many choice bits of thought have been featured by aid of paintings, statuary, etc., "The Youthful Franklin" appeared, in connection with a Thrift Week announcement. This fine, large and lifelike statue remained in for the full week, although on Thursday, January 20, the middle of the week, a striking entire full front, with this exception, was put in, and Lord & Taylor's blossomed out in a beautiful front of green and silver gray,



HANDSOME SETTING, BY WADE HAMPTON, FOR I. MAGNIN COMPANY, SAN FRANCISCO.

A notable feature of this window is the background and attractive dividers and floor setting used to display the goods. These are all finished in pearl gray and the carved work is sand glassed stenciling. The screen which serves as a back-

ground is also finished in the same color and style of decoration. The dividers, or display sections, are especially satisfactory for displaying small articles, such as bags, jewelry, neckwear, hosiery, toilet goods, and similar lines.

showing high class spring merchandise. There was placed in each window, partly for sale purposes, partly as a fixture, one piece of gray reed furniture, upholstered in jade-green satin. There was one figure in each window, in jade green and silver gray. One window was devoted to sport dresses, one to afternoon dresses, and another to evening gowns. Blouses were shown in the same green. One window was used to show infants' wear, with some charming little green cloaks. Floor lamps and torchieres with green shades added to the effectiveness of the ensemble.

Summer Fabrics Shown

Strange as it may seem to some interior members of the trade, January and February are the months here for the fine houses to show and sell the finest spring and summer women's wear. It is claimed that there are a half million strangers in New York all the time, many of them looking for and buying fine wearables of the kind, aside from the New Yorkers who are seeking warmer climes. The week of January 24 the Altman front was given over to high class novelties in cotton goods, in white, pinks, blues, greens and black, accompanied by some handsome drapes of these goods. After February the lower-priced goods have their innings, but the fine fabrics are sold in large quantity the first two months of the year. The Altman decora-

tive force were busy prior to the 25th, aside from their usual work, in staging the entertainment of the Altman Employees' Mutual Benefit Association, putting in a fine background and decorations and acting as stage directors for the affair.

Whatever may come later for spring and summer wear, gray holds the fort. At Atlantic City recently, displaymen report that hundreds of women were in gray from head to foot—gray straw hat, or a shape covered with gray silk same as dress; gray squirrel furs, gray silk stockings and suede ties and gloves. There has been a remarkable clamor for gray gloves, which demonstrates the vogue of gray. Gray silk sport skirts have been very active, as well as gray blouses and parasols. Quite a number of these articles were sold right out of the windows. Present signs point to taffeta silks with eyelets being popular for spring.

Gimbel's has a big flying boat on exhibition in the middle of the fourth floor, and not only on exhibition, says Display Manager Hopkins, but for sale, not only one, for this is but a sample. The Government is getting rid of a lot of merchandise, and these flying boats must go. The size of this flying boat appears enormous, in the store, but Mr. Hopkins states it is but about a third the size of the NC4. A neat series of steps leads the interested bystanders up to where they can look over into

the inside, where there are seats for six. This is a "knockout" as a feature of interest for the Gimbel sporting goods department. There were various changes of departments on this floor, all in charge of Mr. Hopkins, who operates all the interior machinery, under the superintendent, and has charge of all the carpenters, painters, etc. His "Southland" exhibition of dresses and millinery for southern wear is in at this writing, on the third floor.

The Santa Circus that delighted multitudes during the holiday season will crop up again in the West, for in mid-January Display Manager Larkin, of Wanamaker's, shipped the entire outfit, filling two 40-foot automobile cars, and it will be used as a summer circus, installed on the roof of a large department store, surrounded by hundreds of seats, and will entertain hosts of youngsters next summer. This was too expensive and consummately interesting and ambitious an affair to go to the scrap heap after one big exhibition, and it is good to know that it has been passed on for the benefit of others. For next holiday season Mr. Larkin will have to "go some" to equal or exceed it as a success.

Ben Harris, formerly assistant to Mr. Waldron at Loeser's and later display manager for one of the large stores of Washington, D. C., which post he relinquished recently, is one of the skilled display staff at Macy's.

At this writing the windows of the newer build-

ing of Abraham & Straus, Brooklyn, on the Fulton street front, are undergoing treatment, with installation of new background, of kasota stone, like the other Fulton street windows, and when this is completed it will finish the entire Abraham & Straus windows on all fronts with new backgrounds—a good job well done. There will thus be thirty-three display windows, large and small. Of these, nine are small specialty windows on Livingston street, finished in silver gray. All the rest on Hoyt and Livingston streets are finished in the caenstone composition that has become so highly appreciated for the purpose. Although Fulton street will no doubt always remain the Brooklyn shopping street, Livingston street, which is wider and takes a great volume of the shoppers' automobile traffic, is coming into greater use, which is encouraged, not only by the city authorities, but by the common sense of the situation. The automobile traffic, with the hundreds discharged into the department stores daily, makes the windows of much larger value than formerly. The window corner of Hoyt street, as we noted, has a tank, which can be used when needed, and this window always has a high class exhibit. At this writing there is shown there a living room scene carried out in putty and blue, with little dashes of rose. Of course, the lighting, the atmosphere, of a living room, to be ideal, must be carefully studied. Even with the daylight, to say noth-



MR. HOPKINS' "SOUTHLAND" DISPLAY AT GIMBEL'S.



NECKWEAR DISPLAY, BY W. J. RANDOLPH, FOR O'BRIEN-JOBST CO., PEORIA, ILL.

This is a very simple, but entirely effective display of high class neckwear. The three poster display panels were used to create the necessary decorative effect and the velour

draped around the central panel was the only color touch, with the exception of that in the merchandise. Wooden display fixtures were used and a plain floor-mat.

ing of night, the lighting system is turned on, with a most beautiful mellow effect, secured by the use of "dimers," which soften the glow. All windows "work" from 9 a. m. to 11 p. m. The Livingston and Hoyt streets window was recently filled with a display of summer wear with a Greek setting, including Greek garlands. During February Abraham & Straus are celebrating their fifty-sixth anniversary by the annual event of the kind. Mr. Rooney and his assistants are putting in some fine displays in the new settings constantly.

At this writing Mr. Dulz, of Bloomingdale's, is getting ready a fine display of spring wearables for installation around March 1. Bloomingdale's, from its location, is a bit later on some openings of the

kind than the stores in the main shopping district. Mr. Dulz now has thirty-five windows, large and small, including seven large subway windows. With the increase in the number of windows, Mr. Dulz's staff has risen to a force of seven men. The "sale" windows all go in on Third avenue, which is the front entered by the popular-priced trade of the upper East Side. The feature displays are put in on the Lexington avenue front, by which the denizens of the fashionable Park avenue and other expensive apartments enter. It is no easy matter to merchandise for a popular-priced and high-class trade in one store, and indeed, there are merchandisers who claim it should not be attempted, but the result at Bloomingdale's seems to meet with success.





SPRING OPENING DISPLAYS BY ELLSWORTH H. BATES, FOR C. W. KLEMM, INC., BLOOMINGTON, ILL.

The two photographs show a remarkably effective treatment of the large island window of this store. This window is a rather difficult subject, owing to the fact that it has no background, and any setting that is used must be in a measure transparent. It also must present a finished appearance from the back as well as the front. In these two pictures may be seen the skillful way in which Mr. Bates has handled this subject. The setting, which takes the place of what would be the background in an ordinary window, is a very handsome open design that is particularly well adapted to its purpose. The details may readily be seen from the

photograph. In front of the main structure are two high lamps of unusual design, and the same design is carried out in the pedestals of the flower boxes that may be seen at the ends of the smaller picture. Although this is an unusually large window, only three adult figures and two children's figures are shown. The various floral decorations have been used with unusual skill, and the effect is remarkably handsome. Back of this island display may be seen other windows of this store, one of which is illustrated on another page of this issue. The whole effect of this front was stunning.



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

| | | |
|---|---------|------------------|
| "Harmon's Journal of Window Dressing" | - - | Established 1893 |
| "The Show Window" | - - - - | Established 1897 |
| "The Window Trimmer and Retail Merchants Advertiser" | - - - - | Established 1903 |
| "Merchant and Decorator" | - - - - | Established 1905 |

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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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February, 1921

Now is The Time

NEVER before has there been such an opportunity for the displayman to make good. Business conditions have given him a wonderful chance to prove himself during the next few months and to show what he can really do to move merchandise. Now is the time to put real selling force into displays.

The newspapers have had a good deal to say about the "Buyers' Strike" and there has been so much discussion of this subject that a large part of the buying public has got the impression that prices are not yet down as far as they will go. People think that by waiting a few weeks they will be able to save money. That is the situation the display man is up against. His employer has goods that must be turned into money; the buyers are reluctant and it is up to the displayman to show what he can do to make things go.

What the merchant now needs is selling displays and that should be the foremost thought in the mind of the displayman every time he steps into a window. The display must have the selling punch. Some displaymen will make the mistake of crowding their displays; some will cheapen their windows with flashy signs, but most of them will show their goods the way they should be shown to sell them.

Now is the time to make merchandise show quality and class in the show window. Don't cheapen the display—do just the opposite thing. Use good decorations and make the most of them. People are not looking for "cheap" merchandise—most of them have enough money to be more interested in quality than in price unless the latter means something. So show your goods at their best—insist upon the equipment and decorations to make your windows exert all the selling power possible. The merchant who cheapens his windows at this time is making a serious tactical error that is likely to prove costly. Now is the time to make the most of window display—as they say about the St. Paul convention—LET'S GO!



Parade Photos Wanted

OUR May issue will be a special "Parade Decoration" issue and we want good photographs of decorated floats, autos, etc. If you have any photographs of this kind that have not been published, send them in to us for this issue.

Accompanying the photographs, please send descriptions telling the kind of decorations used. We are especially desirous of getting pictures showing original ideas in parade decorating and, if you have any such, we will give them prominent positions in the "Parade Decoration" number in May. If you want photographs returned we will see that you get them back in good condition.



Chain Store Displays

CHAIN stores, operating in a number of cities, have found a satisfactory solution of the window display problem by trimming the windows of all the stores alike. This is done by various chains of stores.

The Rogers System which has 77 stores with headquarters at Atlanta, Ga., installs displays simultaneously in all these branches. At the warehouse in Atlanta there is a dummy window that is trimmed each week by an expert window trimmer. A photograph of the window is made and prints of the picture are furnished each Rogers' store manager with instructions that he put in a window as near like the original as possible. Prizes are offered for the best duplication of this window and instructions are given to help out the display man as much as possible.

H. O. Rogers, who has this branch of the busi-

ness under his personal supervision, has the following to say regarding the progress that is being made:

"The use of the show window in connection with newspaper and other advertising, has a value that can hardly be overestimated. The show window with some appetizing table delicacies displayed will very often tempt a person to buy when every other method of appeal has failed.

"It is this fact which has caused us to go into the matter of window displays on a rather extensive scale and we are very much gratified over the results so far."



Our Roll of Honor

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers:

- C. W. Shearer, Young & McCombs, Rock Island, Ill.*
- A. G. Sten, Helena, Ark.*
- Morris L. Black, Strouss-Hirshberg Co., Youngstown, Ohio.*
- W. C. Willoughby, Robinson-MacBean, Moose Jaw, Sask.*
- Fred Ashfield, Bryson Graham, Ltd., Ottawa, Ont.*
- Chas. Peller, Knights Ladies' Wear, Drumright, Okla.*
- Curtis L. Ferrell, Davidsons', Hattiesburg, Miss.*
- J. Earl Griest, Gillfellow Bros., Milford, Ill.*
- P. J. Northrop, Tepper Bros., Elmira, N. Y.*
- J. S. Nochelski, Duffy-Powers Co., Rochester, N. Y.*
- Howard E. Bartlett, Golden Rule, St. Paul, Minn.*
- Jerome Jaffrey, Newcomb-Endicott Co., Detroit, Mich.*
- S. Wolf, The Wonder Millinery, Portland, Ore.*
- E. R. Dean, The Dayton Co., Minneapolis, Minn.*
- W. R. Parnham, Colorado Sporting Goods Co., Colorado Springs, Colo.*
- Ellsworth H. Bates, C. W. Klemm, Inc., Bloomington, Ill.*
- A. Fredericksen, Mayer, Livingston & Co., Bloomington, Ill.*
- W. J. Randolph, O'Brien-Jobst Co., Peoria, Ill.*
- E. F. Witt, Levy Bros., Louisville, Ky.*
- Wesley E. Wilman, Ashland, Wis.*
- Wade Hampton, T. Magnin & Co., San Francisco, Cal.*
- W. Yeager, Wolf Griesheim & Son, Bloomington, Ill.*
- L. F. Dittmar, Rike-Kumler Co., Dayton, Ohio.*
- Ray R. Williams, Loveman, Joseph & Loeb, Birmingham, Ala.*
- A. G. Rohl, O'Connor, Moffatt & Co., San Francisco, Cal.*
- B. E. Zeidler, G. R. Kinney Co., Inc., Kansas City, Mo.*
- C. R. Morgenthaler, Newman's, Joplin, Mo.*
- Carl W. Greene, Sisson Brothers-Welden Co., Binghampton, N. Y.*
- W. Guy Warner, City Gas Co., Detroit, Mich.*
- Earl H. Wells, Townsend-Vebenhein Clothing Co., St. Joseph, Mo.*

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

- Ellsworth H. Bates, Bloomington, Ill.*
- W. C. Grams, Denver, Colorado*
- F. B. Waldo, Boston, Mass.*
- I. H. Roy, Quebec, Canada*
- William H. Richardson, Sidney, Australia*
- Homer H. Seay, Charleston, W. Va.*
- John L. Stark, Portland, Ore.*
- A. W. Brown, Ottumwa, Ia.*
- Henry Sherrod, Louisville, Ky.*
- Fred. Ashfield, Ottawa, Canada*
- E. R. Dean, Minneapolis, Min.*
- Ellsworth H. Bates, Bloomington, Ill.*

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Wax Figures. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Wood Carvings |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Name

Address

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

Modern Store Equipment

How An Old Ohio Store Has Added to its Space and Brought Its Establishment Up to Date Through Rearrangement and the Installation of Modern Equipment—Business Has Materially Increased Since New Fixtures Made Shopping Easier



By E. C. Hood

Manager of Advertising, Anderson Bros. Co., Portsmouth, Ohio

THE Anderson Bros. Co., of Portsmouth, Ohio, found themselves in pretty much the same conditions as many similar stores throughout the country have experienced in growing from a small store to a large one without due thought to store fixtures and stock arrangement. It is not surprising that such conditions should exist and this store was far from being an exception.

The Anderson store was founded during President Grant's administration in 1874, a small establishment, not at all pretentious, but as the years came, there came also a healthy growth. When new lines were added from time to time they were placed where the most spare room was to be found. Consequently there came a time when things were more or less jumbled, with hit-or-miss fixtures to add to the detriment of the whole.

This was the old Anderson Store. The new Anderson Store, although occupying the same quarters,

presents quite a different appearance. Architects, well versed in store arrangements were called in and the mass was straightened out and departments placed where they rightfully belong. Then new fixtures for practically the entire store were purchased. The change has already been wrought and the transformation is as though a magic wand had been waved over the store, producing a thing of beauty.

Rich mahogany fixtures throughout the store embracing the unit system with glass fronts, constitute the background while new all-glass floor cases, sanitary style, complete the picture.

The Anderson Store has a frontage of one hundred and ten feet and a depth of one hundred and occupies two buildings. The main building being four stories and the annex, three. The buildings are joined on each floor with two large archways.

The first floor contains ribbons, trimmings, silks and dress goods, cotton goods, linings, patterns, white



THIS PHOTOGRAPH SHOWS A PARTIAL VIEW OF ANDERSON'S FIRST FLOOR—THE VIEW IS SLIGHTLY DISTORTED OWING TO THE POSITION OF THE CAMERA WHEN THE PHOTOGRAPH WAS MADE

goods, linens, laces, handkerchiefs, popular copyrights, stationery, candy, toilet sundries, women's and children's hosiery and underwear, umbrellas and gloves.

The first floor annex is taken up with shoes and haberdashery. The second floor is given over to women's ready-to-wear and art goods, while the annex houses millinery, corsets and lingerie. The third floor is occupied by a children's store and china, silverware, gifts and housefurnishings. The annex here is the toy shop. The fourth floor is given over to rugs and draperies and to dress-making.

In refurnishing the store, Anderson's employed the latest style fixtures, now showing knit underwear behind glass instead of in cartons as formerly. The glove section is provided with the display fronts as is also the ribbons, trimmings, notions, haberdashery and other kindred lines. Where shelves were neces-



THE COMFORTABLE REST ROOM ON ANDERSON'S SECOND FLOOR



MILLINERY SHOP IN SECOND FLOOR ANNEX SHOWING THE HANDSOME FIXTURES WITH MIRRORS EVERYWHERE AND A SPACIOUS FLOOR ARRANGEMENT CAPABLE OF ACCOMMODATING GREAT CROWDS OF CUSTOMERS WITHOUT INCONVENIENCE.



HERE IS AN EXCLUSIVE DEPARTMENT FOR INFANTS' WEAR

sary they were installed, also in units, thus giving a uniform appearance throughout the store.

The second floor contains a spacious rest and waiting room with adjoining toilets, and another rest room is to be found on the fourth floor adjoining the dress-making department. A complete children's store, for boys and girls to sixteen years of age, was installed on the third floor with an infant's room leading off from it. Here mothers may come and purchase everything for baby away from the rest of the store and its confusion, in a quiet and secluded spot.

The old Anderson Store was equipped with overhead basket carriers for the first floor and cable cash carriers for the rest of the store. During the remodeling this system was abolished and cash registers and a telephone system for certifying charges was installed. The lighting system also was changed and



A SKIRT DISPLAY, BY GUSTAVE KRAUSE, FOR HARTZFELD'S, KANSAS CITY, MO.

This display was put in for a sale of skirts and the effect was most striking, owing to the strong effect of black and white. The background was in dead black, outlined by decorations made of white silk cords. On two tall stands

were shown arrangements of white poppies with fancy foliage of black and white. Other sprays of the same foliage were used to advantage in the panels, on the floor, etc. The floor covering was in a dead black

now the large reflector ceiling lights flood the store with plenty of easy, even light.

The basement is used for stock rooms and also for the receiving department. This might seem strange to many merchants who would think it an ideal place for a down-stairs bargain basement. Folks must remember, however, that Portsmouth is on the Ohio River and at times this beautiful river acts like the Nile and does some overflowing. At a time like that, it is bad luck to have too much merchandise in the basement.

The Anderson Bros. Co. does a general department store business of increasing magnitude, main-

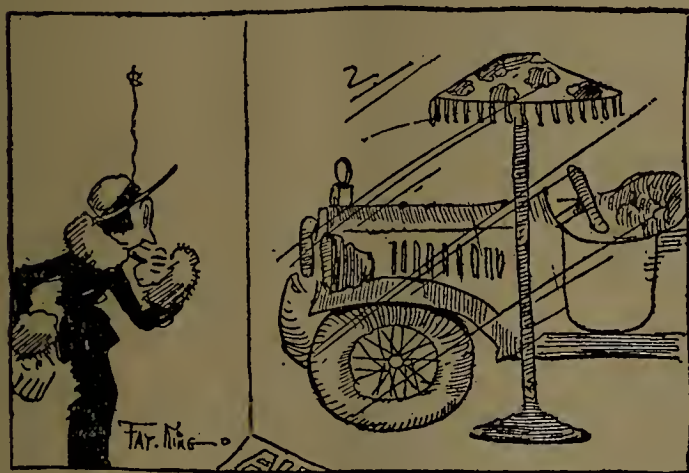
tains a New York office and sends its buyers regularly to the market. In making all the expensive changes they did so feeling that their patrons were entitled to the best they could afford, and evidently the clientele appreciate nice shopping surroundings for this store made a gain in sales of forty-two per cent in October over the same month in 1919. Of course it would perhaps be claiming too much to say that new fixtures and arrangements were responsible for all of this gain, but the store feels that they were in no way a hinderance. Oh yes, the fixtures came out of Grand Rapids.



Fay King on Displaymen

FROM New York and San Francisco, and from a dozen other points scattered all over the country we have received the following clipping from displaymen and others who are interested in show windows. This wheeze by Fay King as to the persuasive art of the displayman, appeared in a syndicate service supplied to newspapers that are read by a majority of the people in the country. The tribute to the insidious lure of the window display is not altogether undeserved. "It takes art to make a woman buy gems when she needs shoes," says Fay King. Here is the way she expresses it:

WINDOW DRESSERS OUR BEST LITTLE PLOTTERS, FAY KING THINKS



By FAY KING

Next to short story writers, I guess window dressers have to deal in more plots than any other bunch of bread and butter hustlers in the world.

You gotta hand it to that gang that dress windows! It keeps them hustling to make luxuries look like necessities, and necessities look like luxuries. If they can make a wash tub as attractive as a phonograph, believe me, Stell, they are impressarios!

Them birds can hype you into buying a beaded bag when you need a pair of rubbers, and can make you think that no home is complete without a gilt waste basket when the kitchen sink is leaking.

Our husbands don't know anything about styles and if you look pretty in a bungalow apron you can hold him, but those guys that drape a wax blonde in a batik tea gown certainly are wise to the mind of woman, and a good window dresser can change an economical bride into a spendthrift wife by insinuation that a Persian rug is more important than a pantry!

A jeweler can so arrange his display of solid gold purses—you know, careless and unimportant like—until it seems a mere trifle in anybody's life and then it takes a strong-minded woman to keep heading for the January White Sales.

I'm telling you those guys that dress windows could write scenarios for the movies. They know more about temptation than the average vamp, and believe me, they certainly give their stories the O. Henry twist when they put in the price tags.



SPRING SHOE DISPLAY BY L. L. WILKINS, JR., FOR THE CROOK-RECORD COMPANY, PARIS, TEXAS.

This is a neat arrangement for a small window. In the middle of the back is a French window treatment, back of which is a scenic painting and an arrangement of artificial hollyhock stalks. At either side is a curtain clustered with fleur-de-lis designs and the same motif is carried out in the two circles suspended from the top of the background. The floor is covered with imitation marble squares, cut from wall-board.



A GROUP OF HATS, BY A. D. WELLER, FOR THIEDE GOOD CLOTHES, APPLETON, WIS.

This shows a well arranged little group of hats and caps with appropriate accessories. A low plateau and pedestal were used as fixtures and the decorative effect was produced by a handsome willow basket, filled with poppies. Gloves and canes added to the effect. This is one of a number of similar groups that were used at the same time.



DISPLAY OF SPORTS APPAREL, BY A. G. ROHL, FOR O'CONNOR-MOFFATT & CO., SAN FRANCISCO.

This is a simple display of apparel for winter resorters, in which the color effect has been carried out with unusual judgment. The dresses of the figures are coral, and the window drapes and furniture are in a handsome blue. A painting at the left that is intended to convey the idea of a vista through a window suggests a beach scene in Honolulu,

with touches of the coral shade here and there to carry out the color scheme. The roses in the window boxes are also in coral. Behind the window draperies there is a concealed lighting effect which gives the idea of sunshine. The hosiery and hats of the models are in gray. A few accessories are used to carry out the outdoor effect.



DISPLAY OF INFANTS' WEAR, BY W. OLIVER JOHNSON, FOR JOHNSTONE-WALKER, LTD., EDMONTON, ALBERTA.

This display is one that may be used at any season to play up the infants' wear department. The window was handled to give the general effect of a nursery and several pieces of appropriate furniture were used. The storks and

kewpies were used for decorations, and at one side may be seen a fox-tail tree. This display was awarded second prize in Class 6, Open, in the I. A. D. M. contest held in Detroit last July. The figures in this window are well placed.



SPRING FASHION DISPLAY BY ELLSWORTH H. BATES, FOR C. W. KLEMM, INC., BLOOMINGTON, ILL.

This is one of a number of windows that were handled in the same general manner. The background of each was a large full color reproduction in tapestry effect. This was surrounded by a handsome frame, and at either side was

placed an ornamental bracket with a frosted electric light. A handsome chair was placed at one side, and the only merchandise shown consisted of one gown, one child's dress, and a hat. The effect of this display was highly satisfactory.



DISPLAY OF SPRING APPAREL, BY JEROME JAFFREY, FOR NEWCOMB-ENDICOTT CO., DETROIT, MICH.

This photograph shows one side of a setting recently put in by Mr. Jaffrey in connection with a Palm Beach display. The other side was arranged in a similar manner. In the middle of the display was placed a lattice work trellis with a pergola effect at the top. Below this was a seat

on which was placed a handsome wax figure. The display was made up of all sorts of apparel suitable to winter tourists, and various accessories were included. The effect was excellent. The flowers used in this display were helio and lilac wisteria sprays filled in with asparagus fern.

The Freelance Displayman

THERE is probably no display man who has not, at some time or other, considered the possibility of entering the free lance field and conducting a window display service. For this reason most of our readers will be interested in the observations and suggestions concerning free lance work from one who is employed in this field. J. A. Hybarger of Mobile, Ala., trims the windows for five stores in that city and likes this work much better than confining his efforts to a single store. This is what he says of it:

I have five stores on my monthly list, each store has two windows, ten windows of average size in all. Some of these stores are larger than the others and I usually charge a store according to the amount of work required. Some require a light trim; others want a stocky trim, so when a merchant asks for the price of my services I judge my price according to the amount of work I will have to do. This can easily be determined by his location, class of store, and his trade and if a man is experienced he can decide what will be required of him and state his price. If a merchant is progressive and considers the qualifications of the display man and is satisfied that the latter knows his business the price of

his services will be a small consideration with him.

The first merchant I went to for a position welcomed me like the prodigal son, I told him I was a "window-trimmer" (don't say display man in applying for a position the first time; they are not on to this new "high-brow" name). This was enough for him; he told me to go to it, and if my work was satisfactory I could attend to this work regularly. I did, and I have been with him now for the past fourteen months. When I first started trimming I had to spread crepe paper on the floor to hide the dirty floor, and after the first trim I began my campaign for a hardwood floor and finally got it. I am now on the stump for a new lighting system and the prospects are good for getting it. I am using all the diplomacy at my command and I will tell the world that this is hard work, but if I cannot succeed in making this store's windows attractive I feel that the merchant is not progressive and I lose interest. Many a time I have felt like getting out and giving it up, but then I consider things and start over again, always with the purpose of making this individual store a better place for myself or the other man. This was my first free-lance position. I have certain days to



A SPRING SHOE DISPLAY BY WALTER E. ZEMITSCH, FOR THE FAMOUS & BARR COMPANY, ST. LOUIS, MISSOURI.

This window display shows the value of a well selected floral scheme. On the floor at the back was a vase of original design, from which extended an elaborate rose-tree in spring foliage. This was the only decorative effect used in the display, which was otherwise quite plain. Nevertheless, the effect was decidedly spring-like and unusually effective.

The arrangement of shoes on the floor and fixtures is self-explanatory. It will be noted that all of the fixtures used were of wood, and all were in the same period design. This display was awarded third prize in Class 32, Open, in the I. A. D. M. Contest held at Detroit, last July. It is a remarkably good display of footwear.



DISPLAY OF MEN'S CLOTHING, BY E. F. WITT, FOR LEVY BROS., LOUISVILLE, KY.

This display is one-half of a corner window. The whole effect is unusually good, and illustrates how the manufacturer's posters may be used with excellent results, even in a window of the highest class. The poster in this case is

fitted with a narrow modest frame and placed in the middle of the background. At either side is a tall handsome wicker vase filled with flowers and foliage of various kinds. The merchandise needs no comment.

trim the windows, suit myself as to show cards but meet with opposition when it comes to what shall be displayed.

Most merchants have the idea that they have to show everything they carry, several of them will admit that they do not know anything at all about window dressing but they like to suggest some of the wierdest things imaginary. For instance, the proprietor of the store handling a famous brand of clothing wanted some pink B. V. D.'s sprinkled around these clothes in a window I had just dressed. He asked me what I thought of it. Thank goodness, he could not read my mind, but after the shock wiggled up my spine and I gritted my teeth I grinned feebly and told him if he would wear a green necktie with an evening dress outfit and could get away with it then this combination in his window would be equally appropriate. We were good friends and he took the hint and was glad to know that I knew what I was doing. Sometimes I think that these wise old merchants just try a fellow to see if he really knows his business. I know that most of them will listen to reason on most occasions.

After I had been working a short while for one merchant I automatically became known to other merchants and in this way they came to me. They knew what I could do because they could see, and there are a lot of traveling salesmen whom I met, became friends and spoke of me to other merchants. One by one I finally got enough regular customers to keep me busy and now I have all the work I care to handle, and I will not take charge of a man's window unless I can do his work myself and do it properly. I think that some free-lance displaymen will take more than they can do properly, but there is no reason why a man could not supervise this work efficiently and make a success of it. There is a growing field here for the man who can do this work on a large scale and with a few well-trained assistants his income would amount to a nice figure.

A free-lance displayman will find his work more pleasant and with none of the monotony experienced by the regular trimmer. There are plenty of stores where a regular trimmer is respected, does pretty much as he pleases and is satisfied, but Mr. Chas. F. Wendel, president of the I. A. D. M. says

these positions are made and not found, and he is right; but his idea of the rolling stone as applied to the free-lance displayman, in my way of thinking, does not coincide. The free-lance can make just as much of a success with several stores as he can with one if he only goes at it the right way.

Mr. Free-lance Display Man, show your monthly customers that you have their interest at heart, when you get into a certain merchant's window, work like you would if it was your own business. **MAKE THE WINDOW SELL, SELL, SELL.** That's the idea, and you will find your lot an easy one and a pleasant one.

When I find a merchant who will not listen to my suggestions and demands a stocky-trim I follow his desires, I take everything from red flannel drawers to Huppenkeimer clothes and nail them on the wall if he wants it. Then I tell him where it is wrong and make him promise me that next time he will let me follow my own ideas, just once. Then I ask his honest opinion. This is the only way to build up confidence in a stubborn merchant. It's

hard work and takes patience but it pays in the long run.

A merchant who has an extensive line of merchandise should not be afraid to feature a window full of one or two lines at a time. It pays to do this, and it gives variety to the display and the people will get in the habit of watching the windows for something new. Some merchants want hats, underwear, trousers, sweaters, shirts, overalls and boys clothing in one medium size window. A mixed up lot of stuff like this never has the effect that a special line would have. It would be much better for the merchant from a money making standpoint to have a system in his window display, say something like this—for the first four days show a whole window full of hats; then the next two days a window full of underwear; then four days showing of boys clothing, etc., until the whole line had been shown. Then start over again, and if a certain line was not selling properly **PUSH** it more. Let the displayman use his head in getting up something novel. This is his business; it is what he is



DRAPERY DISPLAY BY A. FREDERIKSEN, FOR MAYER-LIVINGSTON CO., BLOOMINGTON, ILL.

This photograph shows an unusually attractive display of window draperies. The chief attractiveness lies in the simple arrangement of the fabrics and the appropriateness of the few accessories used. The background is decorated with a large painting in imitation of tapestry. The whole effect is very good.



DISPLAY FOR A WHITE GOODS SALE, BY E. R. DEAN, FOR THE DAYTON CO., MINNEAPOLIS.

While this setting was designed for a January window, the same ideas with slight variations could be applied with equal appropriateness to a spring opening display. The color scheme was Alice blue and rose. The furniture which is of a strikingly original pattern was designed and built under

Mr. Dean's supervision. It was finished in Alice blue and artistically touched up with a delicate painted decoration. The large curtain drop in the background was carried out in blue and rose. This window was remarkably handsome in every detail and produced a truly wonderful effect.

paid for and most of the displaymen are capable of doing this. Then the merchant will know the real value of his displayman, his usefulness will be well understood and appreciated.

I am only a free-lance displayman but my whole heart is in my work and my hardest work is trying to get the merchants to do the right thing. I have some customers that give me a free hand; I decide what I am going to do a week ahead and I sometimes dream of what I am going to do to make something move. I drop in now and then and inquire how things are selling, sometimes I assist in buying. When I want something I get it, this firm needless to say, is really progressive and people find in this store a high class of merchandise, something that other stores would not think of handling.

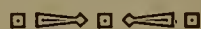
WHY? Because they display what they buy and PUSH it, nothing was ever sold that was crowded into a window, probably hidden by something that yield a smaller profit.

I recently put in a whole window full of \$5.00 neckwear for one of my clients, had a large show-card in the middle of the window telling all about their good points and the price. It is needless to say that these ties sold. We were astonished at people buying six \$5.00 neckties who never spent over \$1.50 for a tie in their life before. This is successful window displaying and when some of the merchants wake up to the fact that their windows are only 50 per cent efficient they will hasten to change their ideas.



How to Write Retail Ads

This is the second of a series of articles covering the fundamental principles of advertising for the retail merchant. In the articles that follow every phase of this work will be described and illustrated fully including type and illustrations



EVERY writer of advertisements should have a practical understanding of type faces and should be sufficiently familiar with printers' terms to understand and use them. It is not necessary that he should be able to "set" an ad but it is highly important that he should be able to give instructions to the printer so that his copy will appear as he expects it to. This matter of marking instructions upon copy for an ad is one that is attended to with the utmost care by the careful and experienced ad-man but is generally neglected by the beginners. The amateur ad-writer writes his copy and then, as a general rule, leaves the rest to the printer who chooses the type and uses his own judgment as to spacing etc. As a result, this kind of an ad-man never knows what his ad is going to look like until he sees the proof. Anyone who expects to make a business of writing ads should know enough about type to be able to tell the printer the size and style of type to be used in the various parts of the ad, how illustrations are made and how to use them. He must also understand the use of white space, borders, ornaments, etc. This knowledge is necessary in order to be able to give the printer a "lay-out" or rough diagram showing exactly what is wanted in the finished advertisement.

Accent or emphasis is a big consideration in nearly every advertisement—certain words or phrases should stand out from the rest of the ad and this must be accomplished by using different sizes of type, white space, etc. It is assumed that the ad-writer knows the points that are to be given emphasis and, to get the best results, he must be able to instruct the printer as to exactly the type and arrangement to be used to secure the desired effect.

In this connection, it may be stated that the best way to learn about type and the rudiments of composition is go into the composing room and talk to the compositor. Show him your copy and get him to give you suggestions. Ask the printer questions and remember what he tells you. You can learn more about ad-setting in an hour or so from a practical printer than you can gather from experi-

ence in a year. By talking with the printer you will also avoid a great many mistakes.

One of the chief difficulties of the amateur ad-man is to write copy to fit the space at his disposal. The commonest fault, possibly, is to write much more copy than the space will accommodate to good advantage. To overcome this difficulty one must learn the number of average words in a specified size of type that will fill a given space. That is not difficult.

A good many years ago the sizes of type were designated by names such as agate, nonpareil, long primer, pica, etc. These sizes were altogether arbitrary and there was no standard unit of measurement. Later what is known as the Point System was devised which greatly simplifies type measurements. The point is the unit of measurement and there are 72 points to the inch. Thus, in a 72-point alphabet, the Capital letters are one-inch high; 32-point, one-half inch and so on.

The following paragraphs are set in the type sizes that are generally used for newspaper ads. The size of each face and the number of words to the square inch indicated in the first line of each paragraph which is set in caps and small caps. Lower case is used for the remainder of the paragraph except the last line which is set in italics.

5½ POINT AGATE—THIS TYPE FACE IS SMALLER THAN CAN BE USED TO advantage in newspaper advertising. We show it because it is the unit of space measurement employed by newspapers and magazines. There are 14 Agate lines to the inch and the rate is charged at a specified rate per line. The smaller papers usually charge by the inch instead of by the line. Agate type is used to some extent in catalogs for descriptive matter and in small ads in magazines having very high rates. You will note in reading this that the type is so small as to be difficult to read. Printed on rough newspaper stock it is hardly legible.
ABCDEFGHIJKLMN O PQRSTU VWXYZ 1234567890

8-POINT BREVIER—32 WORDS TO THE SQUARE INCH—THIS IS a fairly readable type for newspaper advertising for descriptions where space is at a premium. Most advertisers use but little of this size type for newspaper ads and many do not use it at all, preferring larger sizes. The descriptions under the photographs in MERCHANT'S RECORD AND SHOW WINDOW are set in this size type and are easily read. Newspapers, however, do not use the same care in printing and 8-point type is not so easily read as in this journal.
ABCDEFGHIJKLMN O PQRSTU VWXYZ 1234567890

10 POINT LONG PRIMER—21 WORDS TO THE SQUARE inch. This is a good, readable body type and is largely used by newspaper advertisers. With head-

Talks with Our Advertisers

A Good Year Ahead

EVERY authoritative indication points to a good business year ahead for the manufacturer of display fixtures and store equipment of all kinds.

Many good orders are being placed and there are many more to come but this business will have to be hustled for as it was prior to the wild period of buying that is now history.

There is plenty of business to be had but it is a "Buyer's Market" once more and the wise manufacturer is adapting his selling-methods to conform to altered conditions.

Much more attention is being given to advertising this year. Firms that cut down their advertising in 1919 and 1920 are now using much more space to pave the way for their salesmen. We still have some advertising space to sell.

Let Us Help You

OUR Service Department is at the free disposal of any of our advertisers who may require assistance in the preparation of their ads. We will be glad to lay out a complete campaign or furnish any information that may be required. We have had more than a quarter of a century's experience in this field and know it well. Write us today.

Articles on Lighting

MANUFACTURERS of reflectors and other window lighting apparatus will be interested in the important series of articles on show window illumination that begin with this issue and will continue for six months.

These articles have been prepared by Reginald Trautschold, M.E., of the Society for Electrical Development and will be found authoritative in every way.

They cover every phase of window illumination and will be read with great interest by thousands of merchants and display men who are interested in securing the most improved lighting systems for their windows.

There can be no doubt that these articles will be influential in the purchase of much new window lighting equipment.

February 19 is our closing date for March

This is a short month and copy for your advertisement in the March issue should be in our hands not later than Saturday, the 19th of February.

You do not want to miss this important spring issue, so get busy at once. Our Service Department will be glad to help you.

Selling to Displaymen

THIS journal covers the window display field with one hundred per cent efficiency. If you have anything to sell to the displayman we can market your product at the lowest possible cost. A list of our regular advertisers contains the name of practically every leading manufacturer of window and store equipment.

The Advertising Manager

ings in larger, bolder type, the 10-point is extensively used for descriptions and in small ads it frequently is used for the introduction. It should be remembered that the first essential to a good advertisement is that it should be easy to read and in most cases it will pay to use a little more space and make the ad readable than to save a little space and have the ad illegible to many who are not gifted with strong eyesight. The big department stores use more 10-point type than any other size in their advertisements and this custom is based upon practical experience.

ABCDEFGHIJKLMNQRSTU 1234567890

18 POINT GREAT PRIMER—
7 words to the square inch.
 This size is often used for important introductions that extend clear across the newspaper page. With smaller type it is difficult to follow the lines that are more than the width of three or four columns in length. For short lines, however, *such large type is unnecessary.*
 ABCDEFGHIJK 1234567890

The larger sizes of type progress up to 72-points and still larger sizes. The foregoing, however, are the sizes most commonly used for newspaper ads. Larger sizes are used principally for headings. The examples of type illustrated here are what are known as body type to distinguish them from display type, examples of which are illustrated and discussed in the following chapter.

The spacing out between lines of type is called "leading" because this spacing is done with thin strips of lead or typemetal. Leading, especially with the smaller faces, makes reading easier. Leads also are frequently used to extend the type to fill space when that is necessary. Leads to be used in an ad may be designated by the point system.

Borders, also, are measured by points the same as type. They vary in width from the hair line up to any width desired. In design there is practically an endless variety to select from. At this time, however, we will confine our attention to the plain borders or rules which are merely straight lines of

different widths. Some of those most commonly used in newspaper advertising are shown here:

Hair Line



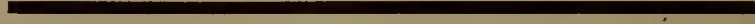
1-Point



2-Point



4-Point



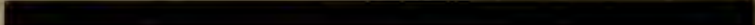
6-Point



8-Point

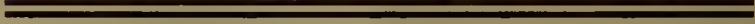


12-Point



These rules may be arranged parallel if desired. These are called double or parallel rules and are generally used for the outer border of the ad rather than for separating different sections of it. Here are some examples of double rules:

2-Point Parallel



4-Point Parallel



8-Point Parallel



Generally the rule or border used around an ad are proportionate to the size of the ad. The larger the ad, the wider the border is a more or less general rule but this does not apply in even the majority of cases as many page ads are set with a two-point border or none at all. The subject of borders is discussed at length under the heading of composition and display.

What has been said about type sizes, borders, etc., is of the most superficial character and is only intended to give the beginner a general understanding of the first principles of the use of type in ad composition. It will be well worth while for the amateur ad-man to consider the information contained in this chapter in connection with the ads to be found in metropolitan newspapers. Study the various sizes of type that are used in these ads. Note what is used for introductions and that which is employed in setting up descriptions. Note also the spacing and other details of composition. There will be found much variety in the ways different ad-men handle type.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Well Tailored All Wool Suits, \$25 and \$35.—Suits tailored by makers of national repute in men's and young men's single and double breasted models. They are Styled right, Made right, and Priced right. Your money refunded unless you've perfectly satisfied—a pretty safe guide when you buy clothing.

Hand Tailored Suits.—Single breasted suits, double breasted suits. Suits that are specially built for the young man and suits for the man conservative in his dress. Suits of worsteds, tweeds, cassimeres, chevots, serges, homespuns. In short, our best suits are included at these greatly reduced prices. Men familiar with the quality clothes carried in this section will hasten to take advantage of this money saving opportunity. You are assured of satisfaction, as there is a suit to fit every man.

Boys' Blue Serge Suits in Norfolk Style, Reduced, \$12.75.—All-wool serge and smart tailoring combine to make these suits remarkable at this pricing. Their manly style is noted in the sketch at the right. Indeed, their worth is instantly recognized upon inspection. They are of the kind which appeal both to parents and to boys. \$12.75.

\$8.50 Manhattans at \$4.25.—Hundreds of dozens of our Manhattan shirts are now at half price—that's cheaper than they'll be next spring, cheaper than they'll be in a long time; \$8.50 silk striped madras ones, now \$4.25.

Manhattans at Half Price.—It's pretty nice to be able to get Manhattan shirts at just half price and to have thousands to choose from—the silk striped madras ones are especially fine—\$8.50 now \$4.25.

Men's Silk Socks, 5,000 Pairs of Seconds That Will Wear Like Firsts, 38c.—Sometimes seconds are not cheap at any price, but these seconds would be cheap at considerably more than their price. Only slight irregularities—no real faults. They'll wear well—they look well. Lisle cuffs and reinforced heels and toes—everything to make them truly durable. Black and shoe shades in all sizes.

Charming Springtime Hats.—They forecast a season of lovely color and fascinating variety in garnitures. And with consummate art are these colors and different themes of garniture adapted in this interesting group of hats. In them one sees wings deftly placed against uplifted brims, wheat wreathed about hats a bit wider, retrousse hats faced with flower petals. Clusters of vivid fruits are a delightful new feature. The fabrics are those soft silks and shining straws which the new fashions bring. And the color tones—gray, old blue, tangerine, leaf green, navy blue, flame and sand are especially well adapted in these modes. Prices range from \$22.50 to \$35.

Individuality Typifies Hats from Our French Salons.—Those who aspire to the exclusive in Millinery will find their tastes expressed in the French Rooms. Novelty of style and material distinguishes these Hats without diminishing their

practicality. Whether it be a turban draped with the new cire batik ribbon, a hackle faced retrousse style, a flower-bedecked brim, you will find effects that are exquisitely smart. Street, dress, and evening Hats comprise the assortment.

These Modish Hats at \$15.—Very attractive and very well made, these moderately priced Hats are a great step toward better values in Millinery. The most advanced styles have been translated into this unusually interesting collection of models, fashioned of all silk and straw and silk.

New Lace Collars.—Of charming design add delightful chic to a tailleur suit or street frock. These in Tuxedo style, of all-over Venetian laces, or plain net, with fancy lace borders, are particularly smart and youthful. In addition to excellent wearing qualities, they're very dainty and fine. Special, 75c.

Footwear of Distinction in Our Semi-Annual Sale.—To know that one's Footwear bears the stamp of irreproachable style adds to the pleasure of possession. The further knowledge that worth-while economies have been effected in its purchase doubles one's satisfaction. All our highest grade Footwear is offered in our Semi-Annual Sale, now in progress, at reductions that make the values notable indeed. Shoes for street and dress wear, Oxfords, Pumps, Strap Slippers—including those for wear in the South—all are present in assortments remarkable for variety and for the suggestion of smart elegance they convey. Our organization is skilled in the interpretation of the mode. Its decisions are authoritative. That is the secret of the distinction which our Shoes possess. The wise shopper will take advantage of the complete assortments and reduced prices to select not only for present but for future needs.

Shoes that Set Standards Distinguish Our Semi-Annual Sale.—In these days of fluctuating qualities it is more than ever gratifying to know that the Shoes you are buying may be absolutely relied upon for quality, service and style. Such Shoes alone find entrance to our stocks. In our great organization are men deeply versed in all that goes to the making of fine Footwear of every type. Their vigilant scrutiny pierces beneath surface appearances and takes note of a hundred details not observable by the average person. Every pair of Shoes that enters into our extensive assortments must come up to their difficult standards. This is your protection, your warrant of sound quality, careful workmanship and authoritative style. In this sale price only has been reduced.

New Low Prices on Shoes for the Entire Family Impress New Customers at Our Semi-Annual Shoe Sale.—New customers are impressed with the fact—well known to our older patrons—that ours is the largest single retail stock of high-grade Shoes in the country. Not less remarkable do they find the new low prices. We mention these matters in no spirit of boastfulness but with sincere pride that we are able

to serve the public so well. Only the abiding faith of generations of customers who have tested the sincerity of our standards and have been satisfied, can account for so notable a growth. The Semi-Annual Sale of Shoes for Men, Women and Children, now in full progress, embraces all our extensive stocks at greatly lowered prices.

800 Pairs of Women's Shoes at Less Than Half Price, \$4.95.—Shoes in many various styles and many various leathers and fabrics, a few low shoes among them—offered at this low price for immediate clearance. A wonderful opportunity for those who come early and reap the full benefits of the choice offered. All sizes included, though not all sizes in every style.

Sale of Women's Boots, \$7.75 Pair.—Increased assortments prolong the unusual opportunity for economy brought by this sale. Here are boots of excellent leathers and fine workmanship, at a remarkably low pricing. Heels are varied to suit the type of boot. Soles are of the correct weight. Values are remarkable.

Women's Modish Strap Pumps at Attractive Prices.—The correctly dressed woman will be charmed with the new styles in footwear displayed Monday—with particular emphasis on the increasingly smart strap pump. And she will be further delighted by the very moderate prices quoted on all these most-desired shoes. Patent Leather or Dull Calf, \$12.75.

New Spring Frocks—Each an Extraordinary Value at \$39.50.—Whether you want a tailored frock for every-day wear, a silken costume for afternoon, or one of the very new lace dinner gowns, you will find it in this collection. There are three new tailored models of tricotine in panel and longline effects, beaded or hand-embroidered, as the mode demands—there are afternoon frocks of heavy crepe de chine or Georgette crepe, lavishly adorned with clever bead work or silk stitchery. In all the new Spring shades—and there are lovely frocks of filmy lace in brown and black, combined with satin and tulle, and adorned with a single flower. Every one an unequaled value at \$39.50. Sizes 34 to 44.

New Spring Dresses of Canton Crepe, the Silk of Fashion, \$75.00.—Five bewitching new models that forecast the Spring styles—made of soft, supple Canton Crepe, one of the weaves in most demand for the new season; designed for immediate wear, and especially for the woman going South. The new silhouette favored by Paris, some with flying panels, looped bands or flat flounces; collars or the straightacross collarless Lanvin neck. Lovely little grey Frocks, others in brown and navy. Women's and Misses' sizes.

Misses' Frocks Follow New Modes With Youth for Their Keynote.—Frills take all sorts of charming, fanciful motifs. Tunics adopt a piquant "apron" style. Necklines are varied for each lovely, youthful type. There are narrow girdles of ribbon. Taffeta frocks are gayly plaided. And in the frocks of the new silk crepes are vivid color touches—often of chiffon—introduced with an artist's eye for effectiveness. Prices are unusually interesting, from \$25 to \$135.

Women's Morning Frocks at \$3.95.—Pretty gingham in checks and plaids fashion these very smart morning frocks. Some are trimmed with collar and vestee of white pique and touches of hand embroidery—others with trimming of tucked lawn or harmonizing chambray. Sizes 36 to 44.

New Spring Dresses of Canton Crepe, the Silk of Fashion, \$75.00.—Five bewitching new models that forecast the Spring styles—made of soft, supple Canton Crepe, one of the weaves in most demand for the new season; designed for immediate wear, and especially for the woman going

South. The new silhouette favored by Paris, some with flying panels, looped bands or flat flounces; collars or the straight across collarless Lanvin neck. Lovely little grey Frocks, others in brown and navy. Women's and Misses' sizes.

New Frocks and Suits Suggest the Coming Mode.—A day does not pass that does not bring something new in lovely apparel to add to our already large and unusual collection. Afternoon Frocks fashioned of soft silken stuff are slender and graceful, and to further their charm is some bit of exquisite trimming. Perhaps the three piece Suit strikes the newest note, though the very tailored Suits with stitched trimming continue in favor.

Underwear, Slightly Soiled, \$1.95, \$2.95, \$3.95.—You probably need a garment or two to complete the season. Especially when undergarments of durable quality, perfect fit, and great comfort are being offered at such great savings. A wide selection, both in style and cut, is offered. There are high necked ones with long sleeves, Dutch neck with elbow sleeves and low neck, sleeveless ones. All are ankle length. Prices, \$1.95, \$2.95, \$3.95.

Offers Crepe de Chine Envelope Chemise, \$2.95 and \$3.95.—Choosing can never become monotonous in Stevens' Lingerie Section—for each week brings a new feature to add zest to selection. Besides, the quality, detail of workmanship and excellent service found in these dainty undergarments appeal to the particular woman.

Skirts for Early Spring Wear, \$12.50 to \$40.00.—It is time to wear the smart new Sports Skirt—the ideal garment for outdoor activities. These skirts are also great favorites for street wear with a fur coat. Our selection is exceptionally wide, offering a great variety of unusually smart skirts in colors gay or practical. \$12.50 to \$40.00.

Innovation in Women's Skirts Give Interesting Variety.—Separate Skirts this season are full of surprises. You see bold, wool embroidery used on moonglow crepe, baronette satin combined with crepe Georgette, knife and box plaits in the same Skirt, plaited edging used perpendicularly, sash belts, and many novelty materials. The most agreeable surprise is the very moderate prices for these lovely Skirts.

Georgette Blouses in the Sales for \$4.95.—Sheer, lovely Georgette blouses, artistically trimmed and fashioned, play a big part in the sales. Variety abounds in the styles—laces and tuckings beautifying the charming models. Sleeves are long or short, and neck outlines are pretty.

Misses' Blouses, Tinsel and Lace Trimmed.—New Georgette Blouses, gayly colored and youthfully designed, suggest the freshness of Spring. The box plaited Overblouse has novel trimming of tinsel on hues of porcelain, tomato, and honey dew, \$15. Peter Pan style, trimmed with filet lace, comes in tan, flesh, and pink, \$10.75. A two-toned combination Overblouse, not sketched, is attractively trimmed with tinsel, \$10.75.

Novelty Laces 69c to \$10.50 Yard Instead of \$1.50 to \$22.50.—Laces are the magic word in dress ornamentation this season, and there is every likelihood that they will be factors in spring trimmings. Thousands of yards are in use for afternoon and evening wear, and along with this demand tomorrow comes this most extraordinary sale of the Laces in highest fashion for a full half and more under the usual prices. The assortment includes high class Novelty Laces on white, black and colored grounds; embroidered gold, silver, steel, copper and combinations of metal Laces in Bands, Galloons, Edgings, Flouncings and Allovers; Chantilly Laces and others in wide variety. There is a splendid assortment of widths, and, with few exceptions, there are fairly good quantities of all styles. Record values at 69c to \$10.50 a yard.

A Look Is Worth a Thousand Words

Actually seeing the merchandise is a quicker method of making a sale than thousands of words of descriptive matter.

Your Show Windows Permit Customers to Look

Therefore

*The Better Your Displays
The Better Your Sales*



*Posed by
Doris Ken-
yon, Drapes
by W. H.
Bates, Puri-
tan Silks
Used*

The Koester School

*Teaches how to put in the best kind of displays
for all types of stores*

New Instruction for 1921

NEW DRAPES. The ever changing styles are reflecting in their very latest Spring models in our new 1921 drapes. Very interesting new stand drapes are given much attention.

NEW BACKGROUNDS. Added to the very newest instruction in decorating of backgrounds is a collection of background sketches painted in full colors by the best color artists in this country. You have the privilege of copying the designs and color schemes in your note books.

NEW UNITS. More and more display men using the unit method of merchandise grouping. Our instruction therefore lays particular stress on this phase of window work.

REVISED CLASSES. Every bit of instruction has been revised and brought strictly up to date. Improved methods of instruction and new equipment enables us to teach more in a given period than ever before.

ADVERTISING

Our advertising instruction is we believe the most thorough and up-to-date course on Retail Advertising taught in this country. This course is taught both at the school or by correspondence.

CARD WRITING

Practically every display man finds it necessary to know how to write cards. Our course is especially proficient in teaching how to do very rapid and legible work. This course is taught in the school or by correspondence.

This Year's Early Spring Season Suggests Early Enrollment.

Have you our Catalogue?—If not, write for it.

The Koester School

314 S. Market Street, Chicago, Ill.

with which is consolidated
The Economist Training School of
New York

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.



Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

DURING the past ten days I have received no less than half a dozen letters asking me about white in so-called speedball pens. I have always contended a testimonial meant nothing except one's personal opinion. It would be possible to get ten thousand testimonials in a single day in this village extolling the virtues of limburger cheese—half a million couldn't convince me that it has a single virtue.

Same way with white; I have my own opinions and whims.

A few weeks ago a well known artist condemned a certain well known white while we were conversing. I took that same white; the jar contained about one-fourth sediment, filled it with water, stirred, let it stand over night then poured off liquid, and repeated next day.

Last night in preparing a piece of work for

photo engraving, I used that same white in the brush, in a ruling pen and on a text pen and it worked to perfection.

It must be borne in mind that white is a mineral. It does not dissolve. It remains in solution only as it is stirred.

To use white in a large size speed ball pen is, to my way of thinking, not practical. Fairly good results can be obtained with the smallest sizes—but the white must be right. To use it in a large pen means that the shoe or disc will scrape or drag it on the paper.

Personally I would never try to use an opaque color on a speed ball pen. In using white or other opaque colors on text pens, I never use an ink retainer. I have often, with good results, taken a small size sable brush and, with my pen inserted in a holder with a hollow end, have wedged the ferrule

Hitting Shoe Prices Hard!

Our entire stock of shoes is now offered on a basis of present replacement prices. ~ ~ ~ ~

These New Era Prices

\$4⁷⁵



Celebrated IMPORTED FRENCH BRUSH

Eight Elegant Pure Red Sable Show Card Brushes

\$8.50 Per Set Every brush guaranteed perfect. They are hand made—Emery trimmed. Money back if dissatisfied.

**HEADQUARTERS
FOR
SIGN-SHOW CARD
SUPPLIES**

*100-Page Catalog sent on
request. 1921 edition*

F R E E

with every order of \$5.00 or more from this "ad."

Does a quick, clean job of beveling, stencil cutting. Thousands being sold to card writers everywhere.

Cuts like a razor because it has a razor blade. Interchangeable.

PRICE ALONE, 45c each



Will it Cut? Oh! Boy!!

POSTER PAPER

White

35" wide, 10-lb. rolls, \$2.25 each

This month we offer a complete set of the G. G. Speed Ball Pens, round or square point, 5 pens in all for 35c per set, regular price 50c. Try a set.



| Size 2 | Size 3 | Size 4 | Size 5 | Size 6 | Size 8 | Size 10 | Size 12 |
|-------------|--------|--------|--------|--------|--------|---------|---------|
| Each. \$.30 | \$.40 | \$.50 | \$.75 | \$1.00 | \$1.50 | \$2.35 | \$3.00 |

STRONG'S (Improved) CUTTER

32-inch Blade

Best
Cutter
on the
Market



Adjustable, light and durable. Cuts quick and accurate. Extra high grade steel cutting blades. A handy cutter for the work-room. Always ready for use—simply attach to work-bench or table.

32-inch cutting blade, completely equipped, price each..\$11.50

CARD BOARD

White only—Size 22x28

DIRECT MILL WAREHOUSE SHIPMENTS

| | Per 100 sheets | Per 50 sheets |
|---------------------------------|----------------|---------------|
| 6 ply coated one side | \$ 6.95 | \$3.95 |
| 6 ply coated two sides | 7.40 | 4.20 |
| 8 ply coated one side | 7.95 | 4.40 |
| 8 ply coated two sides | 8.40 | 4.70 |
| 10 ply coated one side | 8.95 | 4.95 |
| 10 ply coated two sides | 10.45 | 5.70 |

No Charge for Crating—Samples on Request
Prices F. O. B. Warehouse

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

Genuine
Manhattan Shirts

Finest silk-striped madras

\$4⁸⁵

*You will pay more for
them next spring*

Black Satin
Strap Pumps for Spring

*When you note the quality you
will appreciate the price*

\$8⁹⁵

end of brush down in the hollow of the holder so the hair laid against the underside of the pen. You will understand that the ferrule was cut in two at a point so as to let the end of bristles come to about one-eighth inch from the end of the pen. Common brass ink retainers are useless on text pens.

There is a difference between opaque colors and fluid ink. Opaque colors contain mucilage and when the color is tempered right, cohesion is sufficient to hold the color to the pen. The play or pressure of the pen opens the slit or canal enough to allow the color to flow down—hence the only precaution, (if the color is right) is not to dip the pen down into the sediment and to “flip” the excess color back into the jar.

The best way to experiment is to get about three screw-top jars, tall ounce style and get three different consistencies of color in them. Before using, color tests should be made to see if there is enough mucilage to prevent color from rubbing off when a piece of art gum is rubbed over it.

That’s the thing to remember—the less mucilage there is in any white or opaque color beyond the given or fixed point of barely enough to hold the color without rubbing off when lettering is dry, the better will that particular color work on a pen.

The contrary is true on really good brush lettering with opaque colors.

Take black—I don’t care whose make it is; you can take it as it comes and it is all right for fast or medium work—but when you want classy, accu-

rate lettering you have to add mucilage and mix well. This gives it a “pull.”

Nearly a decade ago I called attention in these columns to the fact that the best showcard lettering was done on the Atlantic Coast and the Pacific Coast. On the latter, men were allowed more time—on the former people paid good prices for cards.

About a year or two prior to the making of that statement it was my fortune to meet in Chicago a New York cardwriter, and to get him to help me on some high class educational charts for a large state university.

His lettering was exquisite—it seemed to me it was executed painfully slow—but the quality—that was there in every letter. And his color—he got genuine gum arabic; made his own mucilage and his color had a pull that held his brush to the paper, much as the size does in paints for the sign painter.

A good brush is not to be sneezed at, but if you will remember that about seventy per cent of lettering is properly working color on cardboard of right surface, twenty per cent brains and ten per cent brush, combined with a hundred per cent working brain all the time, you will make headway.

In the shoe card is a style that can be used by letterers who are clever with pen.

A line can be outlined with a ball pen and tinted inside of the letter outlines with an air brush, or if the card is done on white mat board, it can be washed in with artists colors.

The two quarter upright cards show my favorite style of pen letter.

International Association

===== of =====

Display Men

First Vice-President

EDW. K. LUMMUS, Holidige's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

*An Educational
and Business Organization*

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

TOM BIRD, 5707 W. Lake St.,
Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Ten Thoughts for the Displayman for 1921

- I. The condition that confronts all business today demands the best that is in us. We must make every effort to produce the best displays possible.
- II. In planning windows and displays of all kinds, the first thought should be the "sales thought." The idea of attractiveness should always be kept in mind, but when we face conditions as they are today, we should work hand in hand with the advertising department to get results.
- III. It would be well to go over your stock of fixtures and backgrounds and see that everything is in fine shape for an intensive window campaign.
- IV. Don't hold on to things that are old and unattractive, simply because you don't want to ask your employer for money to buy something new; he won't thank you if you make a bad impression to the public simply because you were afraid to incur his displeasure by asking for a few extra dollars or more money in your budget.
- V. It all appeals to the public, whether in windows or newspapers. When rightly presented it costs money—but it is decidedly more costly if it fails of its purpose because of false economy. This is the time to make money by spending money.
- VI. The year "1921" will give back to you, measure for measure in success; just what you do to deserve it.
- VII. It's the best year you ever had to make the windows a big factor in your business.
- VIII. Get busy and keep busy.
- IX. Think up new ideas. Of course you must expect some set back. It is not possible to get everything through, but keep up a stiff upper lip, and stick to what you know is right and everything will come along all right and satisfactory.
- X. Keep in mind two things. What you saw at the Detroit Convention and what promises to be a better and bigger convention at St. Paul, July 11th, 12th, 13th and 14th, 1921.

Cordially yours,

C. F. WENDEL, President.

INTERNATIONAL ASSOCIATION OF DISPLAY MEN.

Watch St. Paul in 1921—Let's Go! The I. A. D. M. Convention July 11, 12, 13, 14 Bigger and Better Than Ever

C'mon—Let's Go!

WELL, boys, we're very much on the job up here and every displayman in the Twin Cities is on his tip-toes, helping to get ready for the big meeting next July. And every week that passes sees our plans working out more and more satisfactorily. The committees who have the details of the convention in charge can now assure us the biggest success in the history of the I. A. D. M.

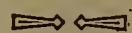
It is now up to you, who live in other cities to get busy and do your part. We are depending upon you to furnish the attendance and it is none too soon to get things started. If you have made all your arrangements to attend the meeting, don't stop, but hustle around and get as many as possible of the display men in your locality to come with you.

You can safely promise them a wonderful convention that will be the most instructive and profitable meeting ever held by displaymen. You can also promise them a wonderful four days of entertainment in St. Paul and Minneapolis.

If you have attended an I. A. D. M. Convention within the past few years, you know that these meetings are always well worth traveling any distance to attend. So when we promise you a better meeting than has ever been held before, it means something.

So do your part toward swelling the attendance. Get busy now and help hustling for attendance until the convention opens next July 11th. If everyman will do his part, we will have 90 per cent of the displaymen of the United States and Canada at the meeting. Let's All Go!

Ben J. Millward,
Chairman Program Committee.



A Convention Poster

THE Committee on Decorations for the St. Paul Convention of the I. A. D. M. are getting a contest under way that promises to create a good deal of interest in the Twin Cities. A "poster con-

test" is to be put on in the Public Schools of the two cities. It is intended to offer a suitable prize for designing a poster that is to be used in the windows of Minneapolis and St. Paul stores during the convention and which may be used as a basis for decorative schemes for the convention hall and banquet hall.

The posters entered in the competition will be exhibited at the convention and it is believed that some excellent suggestions may be brought out as there is much budding artistic talent to be found in the various schools of the Twin Cities.



An Open Letter

THE following open letter from First Vice President Edw. K. Lummus will express the sentiment of officers and members of the International Association of Display Men. Here's the letter:

An open letter to The Metropolitan Club of Display Men.

Fellow Displaymen:

I wish to congratulate you on your new organization, also upon the action of your good president, John J. Cronin, on ordering your Secretary to forward your local charter to our parent body, the I. A. D. M.

I know that all of our big associations will welcome the big news as one that will benefit our organization.

I hope that your local will attend in a body the coming convention at St. Paul.

Very sincerely yours,

EDW. K. LUMMUS,
1st Vice President, I. A. D. M.



Program Committee Busy

THE Program Committee is busy on the details of the program for the big meeting next July. Arrangements have already been made for important addresses and demonstrations by men prominent in the department store game in New York, Chicago and other big cities including those of the Northwest. An effort will be made to put the pro-

Flapper Figure—New and Distinctive Fills a Definite and Long Felt Need

Human, as far as appearance goes



No. 52

The only perfect wax specimen on the market of a flapper personality. Every feature typifies the flapper age, and every measurement and proportion is as definite.

Write for particulars.

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th St., New York

CHICAGO
204 W. Jackson Blvd.

BOSTON
26 Kingston St.

BALTIMORE
108 W. Baltimore St

gram on in a snappy manner by interspersing the demonstrations with entertainment features that are well calculated to hold the audience.

The Booth Committee is hard at work on plans for space in the Auditorium for the many exhibitors. Already a letter has been sent to prospective exhibitors asking for approximate estimates as to the amount of space that will be required. This was done in order that the committee can intelligently lay out the space.

Blue prints of the floor space and booth arrangements will be mailed simultaneously to every prospective exhibitor sometime between March 20th and April 1st. They will make choices and preference will be given to applicants in accordance with priority in which the requisitions are made. The boys in St. Paul and Minneapolis are highly enthusiastic and the various committees already have every assurance that the St. Paul convention will be the biggest and best ever.

Howard E. Bartlett, Chairman,
SUB COMMITTEE ON PROGRAM.

Minneapolis Displaymen

THE Minneapolis Displaymen's Club held a special meeting January 5 for the purpose of electing officers for the coming year. Dinner was served during which a number of interesting addresses were made and a resume of last year's activities of the club showed much real interest taken and a great deal of constructive work accomplished.

A record of meetings of the past year showed an excellent average attendance with a manifest spirit of co-operation and goodfellowship. From the review of past proceedings it is evident that this body of artists take their work seriously and that their enthusiasm is not sporadic but sincere and sustained throughout the year. Not only has this club accomplished real progress collectively, but their teamwork has brought real advantages to the individual members and to their employers. The Minneapolis club has certainly placed window display on a better basis in that city. The officers chosen are all men of high standing who may be counted upon to continue the good work of their predecessors. The new officers are as follows:

President, C. E. Thieme; Vice-President, W. H. Hirks; Secretary and Treasurer, Guy C. Goodsill.

Trustees: A. Nelson, A. W. Anderson, E. C. Albrechtson.

Membership Committee: A. Derus, V. A. Bray, A. H. Anderson.

Publicity Committee: W. H. Hirks, A. W. Anderson, E. A. Curtis, E. R. Dean, C. E. Thieme.

The coming St. Paul convention was discussed and there was in evidence a spirit of full co-operation in making every effort to make this meeting one that will be a credit to Minneapolis as well as to St. Paul.

Hutchinson Displaymen

THE Displaymen's Association of Hutchinson, Kansas, elected officers for the year 1921 as follows: J. H. Everetts, Pegues-Wright Dry Goods Co., President; A. W. Cunningham, Rorabaugh-Wiley Dry Goods Co., Vice-President; R. H. Hostutler, Young Shoe Co., Secretary; J. Russell, Ellsworth Shoe Co., Treasurer. The directors, chosen are: P. J. McKiernan, Hostutler-Hippee Clothing Co., Clyde Rauh, Rauh & Sons Furniture Co., Jack Vaughn, Wolf Richardson Clothing Co.

Arrangements are being made to entertain the K. A. of D. M. in Hutchinson next May. This local is planning for a big Valentine Dance. Elaborate decorations and special entertainment features are part of the program.

Detroit Displaymen Banquet

THE Detroit Displaymen's Association held its annual banquet January 10 at the Board of Commerce. It brought out a big attendance, the entertainment was excellent and the affair went off with a "bang," every indication pointing to another big year.

The annual election of officers immediately followed the banquet, with the following results: President, Jerome Jaffney, Newcomb-Endicott Co.; first vice-president, Roy H. Heimback, 477 Lenox St.; second vice-president, C. Benjamin Rush, Grimshaw & Stevens; secretary, Lawrence Hood, Schmitz & Shroder; treasurer, Chas. E. Ely, Cunningham Drug Co.

Secretary Lawrence Hood, who was re-elected, says that the members of their association are all looking forward to making the organization a real help during the coming year and meetings are being planned that will result in benefits not only to the display men but to their employers as well.

Spokane Displaymen Elect

AT THE January meeting of the Spokane, Wash., branch of the International Display Men's Association held in the Spokane Chamber of Commerce the election of officers for the current year took place and the following were elected:

A. T. Lacey, President; Fred West, Vice-President; A. W. Klatt, Secretary; Earl Pendleton, Treasurer; Oscar Schneider, Allan Dean and Karl Amdahl, Trustees; J. H. Graham, Publicity.

The retiring officers reported the closing of the most successful year in the history of the local association. Whilst particular attention had been given to the educational end, the good fellowship which existed proved that their endeavors in carrying through their program of entertainment for the year had met with general approval.

A very busy year is planned by the new officers—advertising knowledge as required by the "combination man" will receive special regard.

J. E. HANCOCK, display manager for Schwabe & J. May, Charleston, W. Va., writes us that a fire recently damaged the big Schwabe & May store and at the same time destroyed all of his photographs, medals, diplomas, prize ribbons, to say nothing of his entire fixture equipment. Mr. Hancock has already replaced a large part of his fixtures and window paraphernalia but is a simple matter compared with the accumulation of a collection of trophies such as he had before the fire. For many years Mr. Hancock has been a consistent winner of prizes in all branches of display. He has been among the winners in scores of important window display contests and it is the hardest kind of luck to lose the many tributes to his skill that have been won against the best displaymen in the world. These trophies can never be replaced but it is safe to say, however, that it will not be long before Mr. Hancock again has a very presentable showing of tokens to vouch for his skill as a displayman. Every man who has attended an I. A. D. M. convention during the past dozen or so years knows Mr. Hancock and will sympathize with him in his hard luck.

L. L. WILKINS, JR., who for some time has had charge of the windows of Crook-Record Co., Paris, Tex., is now with the Regent Co., Shreveport, La. While with the Crook-Record Co., Mr. Wilkins, Jr., made a number of notable displays, some of which appeared in this journal.

BRADFORD-CHICAGO

Easter Is March 27th

BUY NOW

FLESH TONE
WAIST AND BLOUSE FORMS

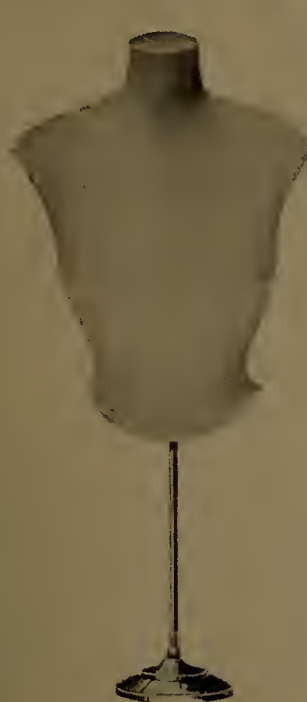
WITH METAL BASE
Choice of Any Metal Finish

No. 337 With cape shoulders.....\$16.00 each
No. 338 With narrow shoulders.....\$16.00 each

WITH WILLIAM AND MARY
WOOD BASE

No. 351 With cape shoulders.....\$19.50 each
No. 352 With narrow shoulders.....\$19.50 each

All Bradford-Chicago forms are modeled true to life are faithful reproductions of the perfect human figure. Each season's molds are changed to conform to the latest lines and proportions and are guaranteed perfect in material and finish.



No. 337



No. 338



No. 351

40% DISCOUNT FROM LIST PRICE

HIGHEST GRADE
COSTUME AND DRESS FORMS

WITH METAL BASE
Choice of Any Metal Finish

No. 333 36-in. Bust with
Cape shoulders\$28.00 each

No. 331 36-in. Bust with
narrow shoulders\$28.00 each

No. 341 16-year with
cape shoulders\$28.00 each

No. 342 16-year with
narrow shoulders\$28.00 each

WITH WILLIAM AND MARY WOOD
BASE

No. 346 36-in. Bust with
cape shoulders\$31.00 each

No. 344 36-in. Bust with
narrow shoulders\$31.00 each

No. 355 16-year with
cape shoulders\$31.00 each

No. 356 16-year with
narrow shoulders\$31.00 each

MODISH STOUT
COSTUME AND DRESS FORM

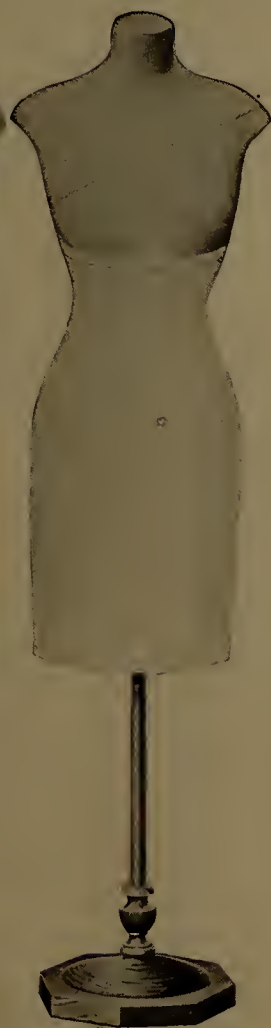
This form is made in one size only, 44½-inch bust measurement, and is modeled in accordance with the present styles and proportions, the bust being finished in a soft velvety flesh tone which may be frequently washed without damage.

No. 354 With Metal Base.....\$37.00 each
No. 353 With Wood Base.....\$41.00 each

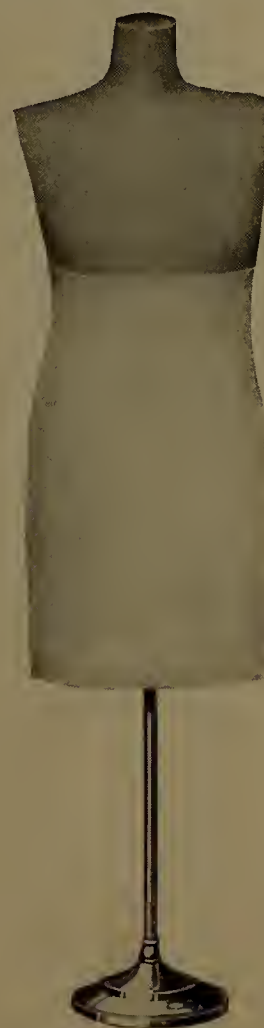
WAX FIGURES CLEANED,
TINTED AND REPAIRED



No. 333



No. 366



No. 354

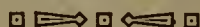
I. L. BRADFORD & COMPANY

178 W. JACKSON MEDINAH BLDG.

BRADFORD-CHICAGO

Ohio Association of Display Men

This live branch of the I. A. D. M. is preparing for a big annual convention to be held in Toledo, May 2nd and 3rd—Fine program is being perfected by committee—Many demonstrations scheduled.



THERE'S something doing in Toledo—in fact, all over Ohio wherever there is a live displayman to be found. An old-time displayman who is now connected with a prominent flower house and who knows displaymen from coast to coast, was a guest of the Toledo displaymen at one of their recent noon-day luncheons. He said that in his many years' close association with displaymen everywhere, he had yet to find a more enthusiastic bunch of fellows than in the Toledo Club.

Thanks, Old Timer. What is it all about? We are getting ready for the Ohio State Convention at Toledo, May 2 and 3, of course!

Ohio is indeed fortunate in having such a wealth of talent to choose from. Where can you find better? Of course, the Ohio Association is affiliated with the I. A. D. M. and here are the officers:

President, W. H. Teal, LaSalle & Koch Co., Toledo.
Vice-President, Carl W. Ohlroth, the Union, Columbus.
Secretary, L. F. Dittmar, Rike-Kumler Co., Dayton.
Treasurer, M. L. Black, Strauss & Hirshberg, Youngstown.

MEMBERSHIP COMMITTEE

Chas. Meyers, Hugh Lyons Co., Toledo; G. H. Hewitt, Stern & Mann Co., Canton; Chas. R. Andress, Rike-Kumler Co., Dayton.

PROGRAM COMMITTEE

Will E. Flint, Thompson-Hudson Co., Toledo; C. S. Clary, LaSalle & Koch Co., Toledo; P. W. Hunsicker, Alliance.

PUBLICITY COMMITTEE

A. W. Merry, B. R. Baker Co., Toledo; Sarl Ohlroth, The Union, Columbus; M. L. Black, Strauss & Hirshberg, George B. Scott, The Metropolitan, Dayton. Youngstown; Alfred Pryce, Pryce Sign Co., Toledo;

ENTERTAINMENT COMMITTEE

Don Shasteen, Don Shasteen Studios, Toledo; C. S. Clary, LaSalle & Koch Co., Toledo; W. E. Flint, Thompson-Hudson Co., Toledo; Karl Roth, Karl Roth Co., Findlay; Tern L. Kettle, Lamson Brothers Co., Toledo.

BANQUET COMMITTEE

William H. Teal, LaSalle & Koch Co., Toledo; Arthur W. Merry, B. R. Baker Co., Toledo; George J. Klein, LaSalle & Koch Co., Toledo.

HOTEL COMMITTEE

Parm Griner, W. L. Milner Co., Toledo; Irving Crabb, Stein Cloak Co., Toledo; Tom Bodell, Thompson-Hudson Co., Toledo; Chas. Meyers, Hugh Lyons Co., Toledo.

REGISTRATION COMMITTEE

L. F. Dittmar, Rike-Kumler, Dayton.

Plans for the convention are already well laid, but don't hesitate to inform Will Flint of any suggestions you may think worth while. He will be glad to get them. It's your convention. The only reason for its existence is to be of some material help to you.

Sure! Our friend, Charlie Wendel, the International president, is going to be with us; and Potter and—well, that would be giving away a few surprises the program committee have up their sleeves. Maybe they'll let you in on a few things next month. Better look for this column.

Some of the boys find it impossible to attend the big international conventions. They are the ones who are most enthusiastic and are going to reap the full benefit from this state meeting, by rubbing shoulders with many of the big men in the game. Buckeyes—it's your convention! Let's put it across BIG. Can we count on your help?

We are also hoping to double the Ohio membership in the I. A. D. M., and stimulate the interest of everyone present in the big International Convention at St. Paul in July.

PUBLICITY COMMITTEE,

A. W. MERRY, Chairman.



Dittmar and Teal in New York

L. F. DITTMAR and Wm. H. Teal of Dayton, Ohio, are busy preparing for the coming Convention of the Ohio Association of Display Men. They spent a week in New York attending a meeting of the R. R. A. display group. It is also their intention to see how other clubs are doing things so that upon their return they may be sure to have a combined number of ideas and thoughts which will make the first Ohio state convention of the new association a big success.

The various committees have been appointed and are busy at their respective duties. Mr. Teal, who is display manager for the LaSalle & Koch Co., Toledo, is president and Mr. Dittmar, who is display manager for The Rike-Kumler Co., is secretary.

The Convention will be held in Toledo the first Monday in May and lasts two days. It will be a two days' feast of knowledge, as many of the display men will give demonstrations and in fact tell how it's done "where they come from."



A Word to Ohio Displaymen

THE Ohio Displaymen's Convention next May, the first state meeting to be held by this association, will be held in Auditorium of the beautiful building of the LaSalle & Koch Co. store. I believe this is the first convention ever held in a department store. This will be a gathering that the displaymen of Ohio can not afford to



OUR FIFTH ANNIVERSARY

Finds Us

CROWNED LEADERS

Just five short years have elapsed since The Adler-Jones Company first opened its doors—yet this season which marks our fifth anniversary finds us the acknowledged leader in our field.

The convention of Display Men which awarded us the first prize at their convention a few months ago—crowned the efforts of five years with success—definitely placed us first in rank.

The service which we have whole-heartedly extended to the trade; our efforts to design and manufacture only the most exquisite of artificial flowers and decoratives; the high quality of our wickerware, art lamps and valances; all these have contributed—but chiefly in the great good-will of the trade itself lies the secret of our success, and we know they must find gratification in the success of **their concern**.

THE ADLER-JONES CO.

206 S. Wabash Avenue

Chicago



THE TOLEDO DISPLAYMEN'S CLUB THAT IS BOOSTING THE OHIO CONVENTION.

miss. If you are not a member of the organization, do not hesitate to come on that account.

Come—get acquainted and see what good you will receive by attending these meetings. And I feel confident that you will become a member after once attending. The committees are hard at work and promise us a program well worth seeing. They also promise that everyone attending will be well taken care of in regard to entertainment. Bring your wife or sweetheart. There will be entertainment for them also, and let every displayman, from now on, make this convention the topic of his conversation. Let him make it his business to see his fellow displaymen of his town and arrange to have them be here.

Take it up with your employer and explain to him how it will be to his benefit as well as your own to attend. And if I can in any way help you along by writing him a letter, do not hesitate to write me, and I will see that he will receive a letter explaining the benefits of our association and why you should attend. I will also write him to come too. Do not forget the dates: Monday and Tuesday, May 2d and 3d, LaSalle's Auditorium, Toledo, Ohio, and more than that—COME!

WM. H. TEAL,

President O. D. M. A.

(Affiliated with The I. A. D. M.)



Kansas State Convention

Arrangements are progressing for the fourth annual state convention, Kansas Association of Display Men (affiliated with the I. A. D. M.) which promises to surpass even the big success of last year's meeting. At a meeting of the Board of Directors, held in Hutchinson, it was determined to hold the yearly meeting in that city on May 9th and 10th.

The contest department, which has created a

lot of interest in the past, is to be made even more attractive through the addition of three classes complete. These new classes will be announced in the March issue of *MERCHANTS RECORD AND SHOW WINDOW*. A number of important demonstrators have definitely been secured and negotiations with others are going forward. When this section of the program has been completed, a detailed announcement will be made. Booths are to be installed with experienced instructors in card writing. There will be separate demonstrations of pen and of brush work twice daily.

There are to be numerous exhibitions of all sorts of decorations, fixtures and other equipment for the displayman and card writer. The booths for these exhibits already are being reserved. The officers of the K. A. of D. M. for the coming year are as follows:

President, J. H. Everetts, Pegues-Wright D. G. Co., Hutchinson.

Vice President, W. L. Stensgaard, Resca Studios, Salina.

Acting Secretary and Treasurer, R. E. Hostutler, Young's Shoe Store, Hutchinson. Directors, J. H. Everetts, W. L. Stensgaard, R. E. Hostutler, E. Leo Harris, A. C. Daumenfeld. Howard C. Brown, the secretary and treasurer, is out of the state on account of illness and Mr. Hostutler was chosen to act in his place during his absence. The committees are as follows:

PROGRAM: J. H. Everetts, J. Russell, R. Hostutler, Jack Vaughn, A. M. Cunningham.

ENTERTAINMENT AND BOOTH: J. H. Everetts, Victor Souders, Clyde Rauh, P. J. McKiernan, J. Russell, W. B. Greenwald.

PUBLICITY: Mrs. E. Grimes, R. T. Whitnah, W. A. Cunningham, Clyde Rauh.

WANTED

A Frankel Fixture Representative in Every Important City

AN OPPORTUNITY

for a live salesman or window display manager to represent one of the best known and most successful producers of fine

WINDOW DISPLAY

fixtures, forms and wax figures
A line for which there is a ready and continuous market among live merchants in every community.

For the right man we have a most interesting proposition for all or spare time.

Write for details

Frankel Display Fixture Company

1146 Broadway at 27th St., New York



Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

POSITIONS WANTED.

—Display man and cardwriter, with 14 years' experience in ready to wear desires to make a change. Ready to wear preferred. Address F-20, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Display manager will be open for position very shortly. 35 years of age, married, and has been in the window game for the past 18 years. Nine years in last position. Willing to go most anywhere, but must have salary of \$50.00 or over. An efficient worker and willing. Address F-21, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—An A-1 all around department store display man and card writer, 10 years experience, married, wishes to get permanently connected with a progressive and up to date department store west or southwest of Chicago. Can furnish best of references, and samples of work on request. Only high class firms considered. Address F-22, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Displayman and card writer now available to some progressive store needing a first class man. Five years' experience with large and medium sized department stores. Single and energetic. Best of references. Address F-23, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Competent Display man, married, 31 years of age, desires position at once. Thoroughly experienced and an excellent cardwriter. Wishes to connect with first class Men's Wear concern. Salary to start \$50.00 per week. References and samples of work on request. Address F-24, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Display man at present employed in large department store in eastern city would like position with progressive store. Fifteen years' experience as display manager. Would consider a good place at \$50.00 per week to start. Address F-25, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Combination window-trimmer, show card writer and advertising man, good at all three. Age, 30, married, two children, ambitious and hard, willing worker. Two years' free-lance experience. A-1 reference, sample of cards, trims and ads on request. Now employed by five stores. Desire change April 1st, permanent position wanted with future. Salary to start \$65.00 per week. Address F-26, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—All around displayman, capable of handling the windows for store of highest class in any line generally carried by department stores. An expert in handling ready-to-wear of all kinds, and fully understands merchandise. Is a specialist in designing ornamental backgrounds and window settings, having done this work commercially with success. Can fill a big position, and make the most of its possibilities. Open for position at once. Address F-27, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

Personals

CHARLES T. BOYD, who has had charge of the show windows of Frederick & Nelson, Seattle, Wash., for many years, has resigned that position and will act as selling agent for some of the best known lines of display fixtures and decorations. Charley is one of the best known displaymen on the coast and has friends from Vancouver down to San Diego who will be glad to learn of his new venture.

O. E. WHEETE, display manager for Halliburton-Abbot Co., Tulsa, Okla., was in Chicago recently purchasing equipment and supplies for his spring opening displays. He also spent several days looking over the displays in Milwaukee, Kansas City and other towns. Mr. Wheete is one of the consistent and dependable I. A. D. M. convention visitors. He predicts a big meeting at St. Paul next July.

W. GUY WARNER, who recently has been handling the window displays of the Detroit City Gas Company of Detroit, Mich., has resigned from that position and is now first assistant to Mr. Mack with Crawley, Milner & Co. Mr. Warner was also for some time connected with the display department of the J. L. Hudson Co.

LON F. MEISTER is now filling the position of display-manager for the Plymouth Clothing Co., St. Joseph, Mo. For the past three and one-half years, he has been with Block Bros. of the same city which position he resigned to go with the Plymouth.

ROBERT H. HANSON, who has been employed as display-manager and card-writer for Wade Bros., Idaho Falls, Idaho, has renewed his contract with that firm for the year 1921. Mr. Hanson has been employed by this concern for the past five years.

WILLIAM TISCHMAN, display-manager for Hahne & Co., Newark, N. J., was in Chicago last month looking over the holiday displays and calling upon his friends among State street displaymen and others.

WALTER ZEMTZSCH, who has charge of the windows of the Famous & Barr Co. of St. Louis, visited the fixture and flower houses of Chicago preparatory to the planning of his spring displays.

E. J. THUNING is back again as display manager for The Rollman & Sons Co. of Cincinnati. Mr. Thuning has been for several months with the display department of S. L. Bird's of Detroit.

LOYD H. HIGBIE, formerly employed as card-writer for E. W. Edwards & Son, Rochester, N. Y., has accepted a position as display-manager for Weed Company, in the same city.

PAPER MACHE GOODS

Manufacturers of anything special, and 500 stock window, interior and exterior decorations

Write for catalogue

AMERICAN ART PAPER MACHE WORKS
6311-13 N. Clark St., Chicago, Ill.

Japanese Decoration In Your Show Windows

An authoritative treatise on Japanese Decoration, applicable to show window displays.

This work comprises an exhaustive study of Japanese decoration and art and is acknowledged an authority.

The Display Managers' Handbook of Decoration JAPANESE SERIES

By L. S. Janes

is published in two volumes, either volume is complete in itself.

Each volume contains sixteen 10"x13" working drawings, a condensed history of "The Arts of Japan" and a beautifully lithographed color chart showing twelve complete color schemes typical of Japanese decoration.

These volumes are handsomely bound in loose leaf form, portfolio style.

IN TWO VOLUMES—\$5.00 PER VOLUME

Send us your order with remittance today, or we will send invoice with book. As each volume is complete in itself, either volume will be sent on request.

THE MERCHANTS RECORD COMPANY

5707 West Lake Street, Chicago

DISPLAYMEN'S HANDBOOK SERIES

Displaymen's Handbook of Decoration (Egyptian Series), \$5.00.

Displaymen's Handbook of Decoration (Japanese Series), in two volumes, \$5.00 per volume.

THE MERCHANTS RECORD CO.,
5707 West Lake St., Chicago, Ill.
Gentlemen:—Send me Volume 1 and Volume of
the Japanese series of the Display Managers' Hand-
book, for which I enclose Ten Dollars.
Name
Street
City

Window Decorations and Equipment

American Fixtures Abroad

A great many people are not aware that the merchants of the United States are far ahead of any other country in the world, not alone in the amount of money expended, but in the methods adopted in window displays. European show windows, as a class, are not to be compared to those in this country and this includes the largest department stores in London, Paris and other European capitals. Under these circumstances it naturally follows that the display fixture industry is carried on here on a much more extensive scale.

In Europe metal display fixtures are the kind principally made by European manufacturers, while in this country, except for certain staple uses, this type of stand has been largely supplanted by a large variety of wood appurtenances, including a great many "period" designs, one of the latest being a wonderful imitation of antique hammered silver on wood. Some striking designs in glass fixtures have also been developed here, and many other items. In fact, the whole display fixture industry has been revolutionized here in late years, and so far are we ahead of Europe that it has more and more come to be the case that certain progressive foreign merchants are buying fixtures here.

The Hecht Fixture Company report they have just shipped a bill of unique window draperies to Selfridge & Co. of London, and other manufacturers report sales made to foreign buyers. The sale of window fixtures to South America, Australia and South Africa is quite common and on account of the commanding position occupied by the industry in this country is growing with continental Europe, not alone with retailers but also European fixture manufacturers are buying many of our specialties. Recently a large manufacturer from England and one from Sidney, Australia, were here making purchases. Being the greatest country in the world, why should we not also lead in window trimming?



New Onli-Wa Calalog

Every merchant or displayman who sells or displays shoes will find a practical text book of useful ideas and clever display suggestions in the new catalog No. 7 that is now being distributed by the Onli-Wa Fixture Company of Dayton, Ohio.

In the first place, the fixtures themselves are more than ordinarily interesting. The designs are in most instances original with this house and they are characterized by a graceful sightliness that gives them real distinction. The Colonial line made by this company is worthy of special mention. This design is distinctly American in character and shows the true beauty and simplicity that marks some of the best examples of our Colonial furniture and architecture. Other notable period styles shown in this catalog are William and Mary, Washingtonian and Adam.

In addition to showing the many handsome and practical fixtures, this book illustrates with excellent photographs the way these fixtures appear in the window with the actual merchandise. The settings and complete window displays are of real value to anyone who handles shoes. This is only one of the many interesting and instructive pieces of advertising sent out by the Onli-Wa Fixture Co. from time to time. Those who are not on the mailing list of this firm are missing something.

New Shoe Fixture Catalog

An attractive and really instructive catalog of shoe fixtures has just been issued by the Decorative Fixture Co., 1600 South Jefferson St., Chicago. This handsome catalog shows not only a remarkably fine selection of high art wood display fixtures in period and special designs but, what will interest every display man, it shows how the fixtures are used in the windows. A number of unusually clear photographs show the fixtures in use with actual merchandise. On one page are shown the bare fixtures as they should be placed in the window and on the opposite page are shown the same fixtures with the shoes on them. These displays have been arranged by an expert and offer many practical suggestions to the displayman who handles shoes.

In addition to the shoe stands, this catalog shows backgrounds, tables, stands, dividers, mirrors and many other unusual and highly attractive display devices.

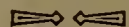
The shoe catalog or the big general catalog issued by this firm will be sent upon request.



Complete Display Equipment

Made necessary by the rapid growth of their business, E. J. Boyle & Bros. of Indianapolis have removed to much larger and more satisfactory quarters. The new location, at 119 West Maryland St., is an exclusive shop for the display and sale of high class and original show window equipment, display fixtures, decoratives and card writers' supplies. The handsome furnishings of the new display room are products of this firm's own work rooms and are finished in soft gray stipple and verde-antique.

For the first time since entering business, E. J. Boyle & Bros. will have an opportunity to show to advantage a complete line of fixtures, flowers and forms for the show window. The new catalog of fixtures and flowers that is now in course of preparation will not be off the press for several weeks. In the meantime an attractive folder has been prepared and will be mailed to any address upon request. The enlarged quarters will make possible the carrying of much larger stock and facilities have been improved so that orders can be handled with exceptional promptness.



Low Priced Decorations

All displaymen who have to make the most of their appropriations for decorations will find an opportunity to get excellent results combined with economy in the many handsome floral designs illustrated in the new catalog just issued by the Service Artificial Flower Co., 1307 Clybourn avenue, Chicago. This firm specializes in high grade paper flowers intended for the man who has to make his money show big results in his windows and this season, most displaymen will be found in this class.

The new catalog contains a big variety of decorations that are offered for the first time this season and it is surprising what a big showing can be made for a little money by using Service decorations which include flowers, vines, sprays, baskets, stands and a great variety of other decorative specialties. The spring floral designs are unusually attractive both in design and coloring. Every displayman is invited to send for this catalog.

In Catalog No. 7 Is the Complete Family of "Perfect Stroke" Brushes for Card Writers

By text and picture you have the whole history of this exceptionally high-grade line. To the best of our belief, they are the **only brushes that give the right stroke the very first time!**

"Perfect Stroke"

Brushes and Supplies

are the "first aid" to better work—speedier work—more profitable work. They enable every member of the fraternity—card writers and sign painters—to increase his volume and thus pave the way to a greater income.

Write today for Catalog No. 7. Sent FREE for the asking.

Bert L. Daily

Entire Fourth Floor
126-130 E. Third Street
DAYTON, OHIO



SPRING 1921

will demand results from your
Window Display Appropriation

Hulsizer's Artistic Decoratives Will Help!

Our spring line excels in new colors and artistic simplicity of design. Even our most inexpensive numbers have been given such attention as to design and finish that they reflect an atmosphere of rich simplicity.

Send for Our Spring Catalog

The Hulsizer Company

Des Moines



No. 4202.—Jewel Basket with June roses; pink or red; 14 inches in diameter. A simple bit, artistically done. The price is \$18.00 per doz. Less than full dozen lots, price \$1.80 each.



UNIQUE DISPLAY MADE AT MILWAUKEE SHOE CONVENTION BY S. R. WEISS.

Novel Display Demonstration

The accompanying photograph shows an interesting shoe display made by Sam Weiss of the Decorators Supply Co., Chicago, in the Demonstration Window of the big national shoe retailers' convention held in Milwaukee last month.

In one corner of the window was a group of wax figures, among them a living model, dressed in the same general style as the figures. Her face was towards the back of the window and, as she stood perfectly still, none of the audience suspected her of having any more animation than the rest of the wax ladies. After having laid out the display and placed the shoes on the figures, Mr. Weiss stepped over among the wax figures and, picking up the live model, he carried her over and placed her on a seat that had been provided in the middle of the window.

The young lady was given a typical wax figure pose. Then, using a few yards of silk, a handsome gown was created in a minute or two. Her foot was posed upon a pillow and with a few touches the display was complete. When the wax figure came to life, quite a sensation was caused among many of the audience, who had failed to detect the deception.

The background of this unit was a handsome screen made by the Decorator's Supply Co. On each side was a three-way unit trim. The shoes, which were all in one color, were products of John Eberts & Co., Buffalo, N. Y. The attractive floral decorations were supplied by the Adler-Jones Co. of Chicago.



Handsome Flower Catalog

Every displayman who appreciates true beauty will take real pleasure in going through the new catalog just issued by L. Baumann & Co., 357-359 West Chicago Ave., Chicago. This book is an exceptionally fine example of color printing and shows the beautiful Baumann line of flowers and other decorative materials in the exquisite tints characteristic of these handsome decorations.

The illustrations are made direct from the flowers and colored with such wonderful fidelity that the display man can get from this book an accurate conception as to how the decorations will appear in the window.

The Baumann line this season shows not only the ideas

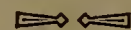
of the designers of this firm but also hundreds of clever suggestions from some of the best known displaymen in America. In every respect, this book is a valuable contribution to high class window decoration. Any displayman who is not already on the mailing list of this house, should write at once for this new catalog.



Good Card Holders

Owing to the numerous price readjustment sales that are now being held and which are likely to continue for some months to come, the showcard and price-ticket have assumed added importance in every store. This has brought about a greatly increased demand for card holders to give prominence to the cards.

An exceptionally good line of card holders is being offered by the Northern Fixture Company, Inc., 25 Main St., S. E., Minneapolis, Minn., at special prices during the month of February. These holders are electrically welded and are made and finished perfectly.



Humanized Wax Figures Co. Move

The L. A. Feldman Fixture Co., Inc., and the celebrated Humanized Wax Figures have moved from 22-26 West 30th street to new and much more satisfactory quarters at 32 West 32nd street, New York. The new display room offers many advantages for the showing of the large and varied line of high class display equipment carried by this firm.

While this company handles an unusually large line of high class display fixtures, it is perhaps best known by the remarkably attractive line of Humanized Wax Figures which may be seen in the windows of the best stores throughout the country. A recent catalog shows this notable line of wax figures and other display equipment. This book will be sent to any address upon request. Those who have been writing to the old address should remember that the new one is 32 West 32nd St., New York.



No. 4999

Collapsible Post Decoration

No. 4999—Post Decoration—covers 20 square feet—complete with lattice frame, wistaria flowers and leaf vines. Price \$15.00.

No. 4998—Lattice Frame, post alone, instantly adjusted to either square or round posts—\$3.50. Usable in windows also—and by decorating with seasonable foliage, etc., they can also be utilized for Fall and Christmas.

Send diameter of your square post or circumference of your round post—for sample frame, sent on next express, for experimental purposes.

Quick Action Is Needed on Easter Decorations

Easter comes early this year, March 27th. Put the store in Easter attire, have your windows looking right—break the monotony of bare posts with our

NEW INTERCHANGEABLE LATTICE DECORATION

Get your copy of our new

Colored Spring Catalogue

Scores of new decorative motifs are shown—Eight pages in colors. This catalogue is our only salesman—doing away with roadmen's travelling and salary expenses enables us to quote the lowest possible prices on high class artificial flowers and foliage—I defy competition.

Address all correspondence to

FRANK NETSCHERT

NEW STORE NO. 61 }
OLD STORE NO. 39 } Barclay Street, New York

(Change of street number on account of Woolworth Building)

Cable Address: "FRANNETSCH"

USE NATURE'S DECORATIONS

Beaven's natural southern greens have a quality and distinction that no manufacturer can imitate. Evergreens of various kinds attain a wonderful perfection in this locality and the varieties we handle retain their freshness and beauty for a great length of time. We have had many years' experience in handling these greens and we guarantee every shipment to be satisfactory in every particular.



MAGNOLIA FOLIAGE

The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

No. 1\$1.00 No. 4\$3.50
No. 22.00 No. 54.00
No. 33.00 No. 64.50

No Artificial Decoration Can Compare with Southern Greens

LONG NEEDLE PINES

This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

| | Each | Dozen | Hundred |
|--|--------|--------|---------|
| 2 feet high | \$0.10 | \$1.00 | \$6.00 |
| 3 feet high | .12½ | 1.25 | 9.00 |
| 4 feet high | .15 | 1.50 | 11.00 |
| Assorted sizes, 2 to 4 feet..... | | 1.25 | 8.00 |
| Extra large sizes, 5 to 6 feet, \$0.50 each. | | | |

SOUTHERN WILD SMILAX

This is without doubt the most satisfactory decorative green known. Will last for a great length of time, dries green and looks almost as well when dry as when fresh. Leaves do not drop off easily. Very light to ship. This is the most inexpensive decoration you can buy.

| Case No. | Covers Approx. | Weight | Price | Case No. | Covers Approx. | Weight | Price |
|----------|----------------|---------|--------|----------|----------------|---------|--------|
| 1 | 100 sq. ft. | 15 lbs. | \$1.00 | 4 | 400 sq. ft. | 30 lbs. | \$3.50 |
| 2 | 200 sq. ft. | 20 lbs. | 2.00 | 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| 3 | 300 sq. ft. | 25 lbs. | 3.00 | 6 | 600 sq. ft. | 50 lbs. | 4.50 |

CHAMAEROP PALM CROWNS

Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

| | Each | Dozen | Hundred | | Each | Dozen | Hundred |
|--------------|--------|--------|---------|----------------------|--------|--------|---------|
| 3 feet | \$0.15 | \$1.50 | \$11.00 | 5 feet | \$0.25 | \$3.00 | \$20.00 |
| 4 feet | .20 | 2.25 | 15.00 | Assorted sizes | | 3.00 | 20.00 |
| 5 feet | .30 | 3.50 | 25.00 | | | | |

SABAL PALM LEAVES

A pleasing and popular decoration especially adapted to store interiors. Are quite inexpensive and make a novel and popular souvenir for any special occasion. Combined with holly, this leaf makes a very satisfactory souvenir. Dozen, 25c; 100, \$2.50. Special low rates per 1,000.

Beaven's Fadeless Green Moss is an ideal covering for show window floors. Bags containing 100 sq. ft. . \$4.00

We Can Save You Money.

By ordering from us, you can save a big proportion on the cost of your decorations or you can have much more elaborate decorations at the same cost. Send us your order early, even if you specify a deferred shipment.

Order from this page—we guarantee all these decorations to be right and satisfactory—All prices F. O. B. Evergreen, Ala.

E. A. BEAVEN CO.,

Evergreen, Ala.



No. R167. Art Vase filled with Lilacs. A new kind of lilac with beautifully veined petals. Vase of wood and wall-board with gilt relief decorations. 36 in. high. Height over all, 48 in. Price complete, with lilacs, \$9.70.

SERVICE FLOWERS and DECORATIONS are what you want this spring.

PRICE and QUALITY are the two vital points to consider in planning your display.

We give you both of these, in fact we have been asked "How do you do it?"

The answer is simple. Sane business methods coupled with every modern device for turning out flowers that are better in design and workmanship makes quantity production possible.

YOU CAN PUT IN THREE SERVICE DISPLAYS for the same money you have been spending for one.

Practically every item in our Spring Booklet

BETTER DISPLAYS for LESS MONEY

is new in design as well as being priced lower than ever before. Write for your copy at once. IT'S FREE.

SERVICE ARTIFICIAL FLOWER CO.
1307-09 Clybourn Avenue **CHICAGO**

Spring Decorations



AN unusual degree of character and attractiveness prevails in Modern Art Backgrounds for Spring.



Better than ever before, they are the choice of many of America's largest establishments

Utilize our excellent service
Designs and estimates furnished on request. Write now

The Modern Art Studios

431 North Clark Street

--

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Chicago



Perhaps You Too Can Use This Case to Advantage

Many retailers are putting case No. 610 to work. It is a beautiful case, well built and moderate in cost. Built in 6 and 8 foot lengths (40 in. high, 24 in. wide) it is applicable to a wide variety of departments. The glass doors slide on ball bearings in metal tracks and are easy to remove. The wood shelves, covered with felt, are on adjustable brackets. Finished in oak or mahogany, metal legs 6 in. high. Shipped set up ready for immediate use. Let us give you complete details and prices.

Detroit Show Case Co.

1663 Fort St., W. Detroit, Mich.

We also make the well-known "Desco" store front construction

Silent Salesman
TRADE MARK

We Make Artificial Flowers Just a Little Different



The stately Dogwood Blossom adds beauty and harmony to the early Spring merchandise.

Use them in your Easter displays.

Dogwood Blossom Branches

One dozen branches used in this vase.
Branches 24 in. long, 18 in. wide.

\$6.00 per dozen branches

Can be supplied in any length desired

Schroeder Artificial Flower Co.

6023 Superior Avenue

Cleveland, Ohio

The New Fixture With a 1000 Uses

A Wonderful, Attractive, Colorful Fixture



HEADS are cut out of wall board, hand finished in beautiful natural life-like colorings. Durably constructed with the ordinary air brushed heads.



Untrimmed

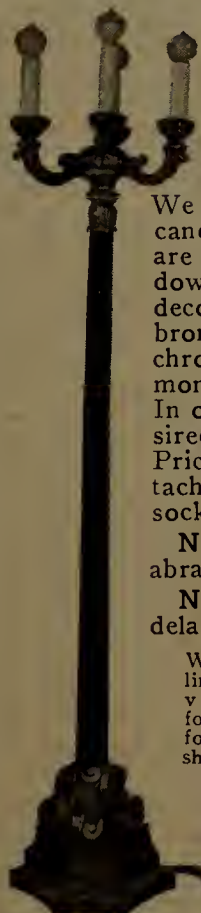
Price for set, consisting of 3 Cut-Out Heads, wooden stand, 30 in. high, heavy 7-in. base, complete, each\$3.75

For the Window, Counter, or Ledge Displays



7117 N. Clark St., MORRIS LEON MFG. CO., Chicago, Ill.

Attractive Decorative Lighting Fixtures



We illustrate here two new candelabra fixtures, which are very popular for window display and interior decorations. Finished in bronze or silver polychrome, with velvet to harmonize with your display. In ordering state finish desired. Height, 5 ft., 6 in. Price, wired ready to attach to ordinary lightning socket.

No. 707 4-light candelabra\$30.00

No. 701A 5-light candelabra\$33.00

We also carry a large line of wall light fixtures, vases, flower boxes, fountains and statuary for window display and shop decorations.

Write for Catalogue.

Chicago Statuary Mfg. Co.

401 N. Des Plaines St., CHICAGO

Our new
colored
catalog
is now out.

Have you
received
your copy

?



The Right Fixtures

will sell your merchandise

Northern Display Fixtures

will speed up sales



On your tables
you have the
bulk of your
merchandise.

Sign holders
sell your goods
when your
clerks are busy.

THIS SIGN HOLDER
is welded and for qual-
ity and durability, it is
the best that can be
made.

Built with 6-inch base, $\frac{1}{2}$
to $\frac{3}{8}$ -inch adjustable
standard.

7x11 sign, per doz. \$45.00
11x14 sign, per doz. 49.00

This is a special offer for orders
received in the month of Feb-
ruary. The sign holders can be
shipped at any future date but
to get this price, we must re-
ceive order in February.

Northern Fixture Company, Inc.
25 Main St., S. E. Minneapolis, Minn.

Oblong Pillow, \$8.50

Round
Pillow,
\$9.00

Bolster
Pillow,
\$7.50



All
Colors

Our Plush Rugs and Pillows

Made a decided hit at the Shoe Dealers' Con-
vention in Milwaukee and were used in the
competitive window demonstrations.

They are artistic in design and of superior
quality for displaying every kind of high
class merchandise

Of

Window Valances

We have this to say:

We have succeeded in turning out a line where the
emphasis is on Distinction and Quality.

It will pay you to consider us before placing your
order.

Write us for circulars

Karl Roth

Designers and
Manufacturers

Findlay, Ohio

DISPLAY MEN AND CARD WRITERS

YOU MUST HAVE THE



BIG NEW

CATALOG

FOR PROPER CARD WRITING
MATERIALS

It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.



SPECIAL Designs

for Spring
that combine
rare beauty
with moder-
ate price are
a feature of our splendid 1921
line of flowers and other
decorations.

These designs are the most
artistic European ideas adapted
to the requirements of the Amer-
ican displayman and made by
workers of the highest skill.

You will find in our new 1921 line many
new designs that are not offered by any
other dealers this season.

Write for Our Spring Catalog

Watch St. Paul in 1921—Let's Go!

Mutual Flower Co.

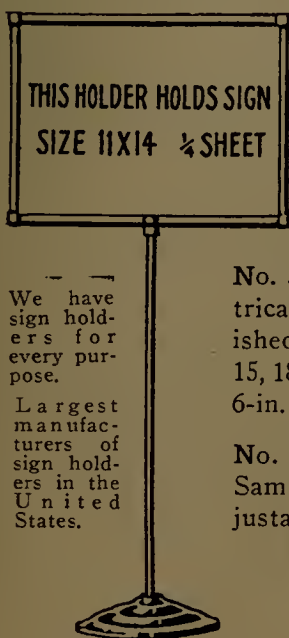
82 West Third St.

New York



Every Merchant Should Know

that we make the best signholder in the world
for the money. They are being used and re-
ordered by thousands of the best stores of the
United States and Canada.



We have
sign hold-
ers for
every pur-
pose.

Largest
manufac-
turers of
sign hold-
ers in the
United
States.

Every Heagany sign-
holder is perfectly made
from the best material, is
priced right, looks right
and will wear right.

No. 309—Frame Sign Holder. Elec-
trically welded and perfectly fin-
ished. Size 11x14, 1/4 sheet—Made
15, 18 or 24 in. high, 3/8-in. standard,
6-in. base. Per dozen.....\$16.00

No. 312 — Frame Sign Holder.
Same as No. 309 except has ad-
justable standard. Per doz..\$20.00

Send for Catalog No. 15

D. J. Heagany Mfg. Co.

1121 Washington Blvd. CHICAGO

PAPIER MACHE FORMS

OF THE

HIGHEST TYPE OBTAINABLE

Perfect in Shape

Perfect in Size

Perfect in Quality

Visit Our Booth
at First Infantry Fashion Show

CHICAGO

February 9th to 19th

and let us show them to you

Write for our Catalog "E" of Forms
and Metal Fixtures

Write for Samples Window Valances

In Stock for Immediate Delivery

Visit our Chicago or New York showrooms

THE HECHT FIXTURE CO.

Medinah Bldg., Wells St. and Jackson Blvd., Chicago

New York Show Room—65-67 East 12th Street, between Broadway
and 4th Avenue.



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
730 S. Wabash Ave. Chicago

S. M. MELZER CO.

Manufacturers of

Display
Fixtures

Show
Forms



Wax
Figures

Brass
Railings

915 Filbert Street Philadelphia, Pa.

**Spring
and Easter
Window
Displays**

Are you progressive?

Make your displays snappy and attractive.

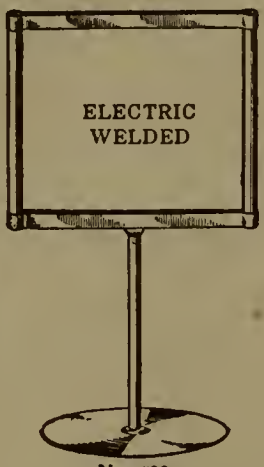
We have the most complete line ever offered.

Artificial Flowers, Fancy Papers, Scenic Paintings, Baskets, Etc., Etc.

Send for catalogues

**DOTY & SCRIMGEOUR
SALES CO., INC.**


30 Reade Street
New York



**ELECTRIC
WELDED**

No. 690

**Best and
Cheapest
Price
Card, Stands,
Easels, Etc.**



"Jaxon" Doll Stands
Adjustable 8 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk
New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



**A new, original
and effective paper
for artistic win-
dow decoration.**

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.
19th St. & 4th Ave. NEW YORK

Now being used with splendid results by leading display men throughout the country.

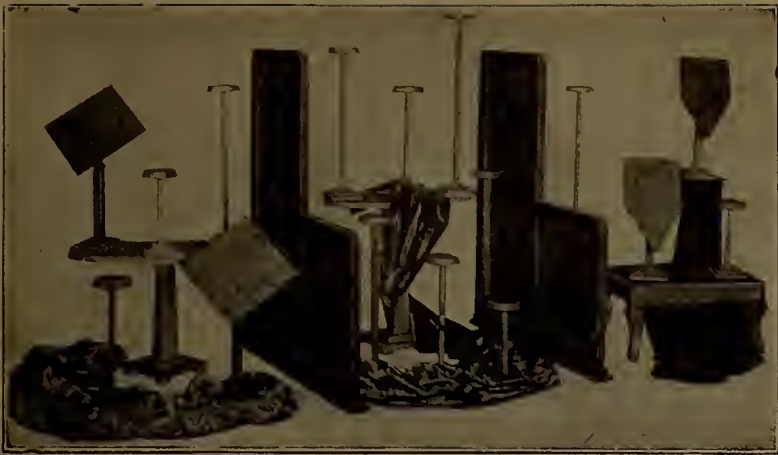


Valances and Shades

To Your Order for Your Fall Windows

We are specialists in French Puffed Shades and can offer exceptional values in this line. Send for our new catalog.

ART WINDOW SHADE CO.
2838 Broadway CHICAGO



Improve Your Windows

Bigger Sales—Better Prices
More Profit

come naturally with

BETTER WINDOW DISPLAYS

Send for our Fixture Catalog. It's free to Merchants

Artistic Wood Turning Works

Formerly Polay Fixture Service

515 N. Halsted St., Chicago.

Cloister Cloth

This is an art fabric of great decorative possibilities for your spring displays. It is a heavy basket-weave material admirably adapted to drapery, backgrounds, floor coverings, etc., and the cost is reasonable.

May we send you a sample?

STANDISH MILLS



TRADE MARK

Cloister Cloth for Valances

is an ideal material. It has character and style such as is found in no other fabric. If you are ordering new valances for spring, it will pay you to investigate the marked advantages of this material.

Art Drapery Fabrics

We carry a great variety of materials especially adapted to window decoration.

Tell us what you want.

ELMS & SELLON

906 Broadway

New York

309 W. Adams St., Chicago
52 Chauncey St., Boston

2 N. 11th St., Philadelphia
742 Market St., San Francisco



BETTER DISPLAY FIXTURES

Perfect
Equipment
Perfect
Service

It will pay you to
send for our new
booklet.

D. W. Woodruff & Co. 860 Howard Street,
San Francisco, Cal.



Creators of the Newest Ideas in Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

A Bargain in Background Drops

Painted by An Artist On Heavy Canvas; Finely Executed in Beautiful Colors; Only Used Once,
Perfectly Clean

CHOICE \$35.00 EACH

First order with check enclosed, gets first choice.

| | | | |
|-------|------------------|-----------------------|---|
| No. 1 | Size 10x18 feet. | Garden Drop. | In Natural Colors. |
| No. 2 | " 10x18 " | Garden Drop. | In Natural Colors. |
| No. 6 | " 10x14 " | Butterfly Drop. | Ivory Background. Very Beautiful. |
| No. 3 | " 10x14 " | Garden Drop. | In Natural Colors. Club House in Brown. |
| No. 5 | " 10x14 " | Children's Play Drop. | It's Blue Background. |
| No. 4 | " 10x14 " | Art Drop. | In Blue, Ivory, Gold, Black. |

Note: When ordering these drops state first and second choice.
If first has been sold will ship second choice.

W. MURRAY CORDRY, 30 Ridgeway Terrace, Cumberland, Maryland

You can do better work with a PAASCHE



Every displayman
needs a PAASCHE
Model "D" Air Brush

This simple and highly efficient tool is a practical necessity in display man's equipment. It enables him to get better results at a greater saving of time and effort.

The famous "3-in-1" is easy to use and keep clean. Thousands of them are in daily use by leading display men and showcard writers.

Send for our latest catalog—it is full of clever ideas that you can use.

Paasche Air Brush Co.

1229 Washington Blvd.
CHICAGO



SALES PENNANTS. Just What You Want

A wonderfully attractive way of featuring your special sales—the smaller pennants for trimming around the windows, show cases, etc., and the larger ones for decorating the store and lobby. We carry in stock ready for immediate shipment the following titles:

| | |
|----------------------|---------------------|
| Great Clearance Sale | Big Annual Sale |
| Great Discount Sale | Semi Annual Sale |
| Stock Reducing Sale | Our Season End Sale |
| Big Clean-up Sale | Inventory Sale |

Prices on these pennants are as follows:

8½ x 12½, \$3.00 per hundred
17x26, 50, \$2.50, or \$5.00 per hundred

Specify if you wish red or blue pennants. Price includes parcel post. Prices on special styles and sizes on request.

We ship the smaller pennants one-half of the quantity with the wording reading to the right and half reading to the left.

We make bill board posters, window hangers, show cards, car cards, cloth signs and all kinds of display printing from type or special engraved design.

WM. H. ASTON PRINTING CO.

Detroit, Mich.
325 W. Fort Street



Prizes

\$50.00 first \$25.00 second

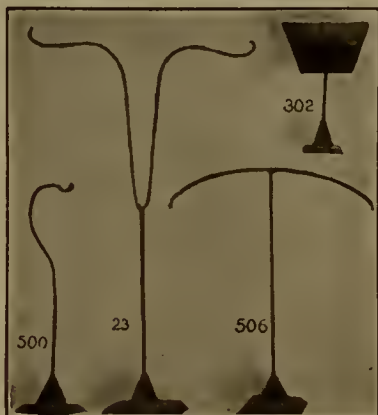
10 other prizes for

Poster and Show Card Artists

Send for particulars.

Nobema Products Corporation
Box 356 Pleasantville, N. Y.

Velvet Covered Display Fixtures in Any Color



| | |
|---------|--|
| No. 500 | Bag Stand. 12, 15, 18, 21 inches high. \$21.00 per doz. |
| No. 23 | Lingerie Stand. 15, 18, 21, 24, 30, 36 inches high. \$3.75 each. |
| No. 506 | Waist Stand. 15, 18, 21, 24, 30, 36 inches high. \$3.00 each. |
| No. 302 | Tilted Purse Holder. 6, 9, 12 inches high. \$2.00 each. |

J. BEERMAN
1162 Broadway
New York City

We manufacture only velvet covered fixtures and specialize in recovering fixtures.

REMOVAL NOTICE

IN OUR NEW HOME

117-119 WEST MARYLAND ST.
FLOWERS — FIXTURES
BACKGROUNDS — SUPPLIES

E. J. BOYLE & BROS. CO.
Indianapolis Indiana

DIETZ Distinctive Decorations

Our salesmen are now on the road with the finest line of spring decorations we have ever offered. We are showing many new designs and our variety is greater than ever before. You will find our values the best on the market. Drop us a line and we will be pleased to have a salesman call.

E. C. DIETZ
219 E. 34th St., New York

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

When ordering ELCO BUTTERFLIES for spring display, be sure to call for "Bird-Wings." Largest butterflies in the world, 6 to 12 inches. Black, with brilliant blue and greens. S. C. Carpenter, 62 South Whitney St., Hartford, Conn.

TAPESTRIES AT A BARGAIN. Three tapestry hangings size 6x7 ft., two size 5x6 ft., painted on heavy tapestry cloth by Bodine, can be used in windows from 12 to 22 ft. Apply A. Frederiksen, care of Mayer Livingston & Co., Bloomington, Ill.

WINDOW TRIMMERS clean and recolor wax figures in oil. You can in one lesson. "It's easy." Full instructions with complete working outfit listed, upon receipt of \$2.00. Address Wm. A. Lang, Wachter St., Mt. Olive Branch, Pittsburgh, Pa.

STUNTS WITH CHALK—36 Page Book. Over 60 illustrations, \$1.00 postpaid. Complete Program Turn Over Tricks, Evolutions, Comics, Scenes, Patriotic and Religious Entertainment numbers. Satisfaction Guaranteed. Cartoonist Chris, 2925 Euclid Ave., Kansas City, Mo.

WANTED—Window trimmer and card writer, capable of placing attractive displays. Three large and four smaller windows. Old and prosperous firm in hustling city of 60,000. Address Box 384, care of **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake St., Chicago, Ill.

PERIOD BACKGROUNDS FOR SALE—Painted in ivory. Backgrounds in three separate sections; center panel 5x8 ft.; end panels 4x4½ ft., each furnished with colored silk center and are removable. Four styles in all—1 Adam, 2 Japanese, 1 French, 1 Italian. Will sell at less than half price. Photos on request. W. Doerflinger Co., Window Decorating Dept., La Crosse, Wis.

DISPLAY MANAGERS! Glass Fruit—Something New! Like the real fruit. Grapes, Peaches, Apples, Crabapples, Apricots, Plums, Cherries, any color, \$5.00 for fine line of samples. Baskets, Dining Room Fruit Frames, Plaques, Electric Fruit Baskets made to order. Fine for decoration. Agents make big money. Send for Wholesale Price List. A. W. Ayers Glass Fruit Works, Box 1324, Wichita Falls, Texas.

DISPLAY FIXTURE SALESMAN—New York manufacturer of high class display equipment would like to get in touch with a salesman experienced in the line. Very liberal proposition will be made to the right party. Would also like to hear from parties interested in handling the line on an agency basis. We will make the right kind of offer to concerns who are in a position to get the business. Address, Box 383, care of **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake St., Chicago, Ill.

WHO WANTS PLUSH BACKGROUNDS?—4 curtains of Rose color Plush, finished 8-foot by 10-foot wide, about 15 yards in each. 2 Curtains of same color 8 foot by 8 foot wide, 12 yards in each. 4 Pair of single Rose Curtains, each 8 foot by 2 foot, 24 yards in all. 4 Curtains of Gold Plush finish, 8 foot by 8 foot wide, 12 yards in each. 2 Pairs of single Gold Curtains, each 8 foot by 2 feet, 12 yards in all.

These are finished all around with weighted bottom, and are in excellent condition. With each pair of single curtains there is a beautiful valance. Price of each valance \$7.50, the Curtains at the yard \$1.50.

Samples and Photos on request. Boston Store, Wichita, Kans.

REAL CLASS TO THESE BACKGROUNDS

Background Painting in stone wall design with window and French door effect painted on—size 8 feet high by about 32 feet long. Another, same style, 8 foot but about 30 foot.

Prices of each \$90.00.

2 Plain Stone Wall Paintings, 8 foot by 16 foot, each \$35.00.

2 Same Style 8 by 9½ foot, each \$20.00.

Four handsome Plaques with cords, each—\$7.50.

All of the above made by Bodine. Prices quoted are much less than half their cost. Moulding for top and bottom included with each painting. Fine for Department store or men's clothing windows. Photos and sample of color on request.

Boston Store, Wichita, Kans.

Index To Advertisers

| | |
|--|----|
| Adler-Jones Co. | 63 |
| Am. Art Paper Mache Co. | 66 |
| American Lithographic Co. | 76 |
| Art Display Lighting Co. | 15 |
| Art Window Shade Co. | 76 |
| Ashley Floral Co. | 16 |
| Aston, Wm. H., Printing | 78 |
| Artistic Wood Turning Works. | 77 |
| Barlow-Kimmet Co. Inside Front Cover | |
| Baumann, L., & Company. | 7 |
| Beaven, E. A., Co. | 71 |
| Beaver Board Cos. | 9 |
| Beerman, J. | 78 |
| Bodine-Spanjer Co. | 17 |
| Botanical Decorating Co. Inside Back Cover, | 80 |
| Boyle, E. J., & Bro. | 78 |
| Bradford, I. L., & Co. | 59 |
| Butcher, L. O., & Bro. | 78 |
| Caldwell, The Woodsman. | 20 |
| Compo-Board Company | 14 |
| Contents, Editorial | 1 |
| Cordry, W. Murray | 77 |
| Curtis-Leger Fixture Company. Back Cover | |
| Chicago Statuary Mfg. Co. | 73 |
| Daily, Pert L. | 69 |
| Decorative Fixture Co. | 21 |
| Decorators Supply Co. | 8 |
| Detroit School of Lettering. | 55 |
| Detroit Show Case Co. | 73 |
| Dietz, E. C. | 78 |
| Display Manager's Hand Book of Decorations. | 67 |
| Doty & Scrimgeour Sales Co. | 76 |
| Elms & Sellon | 77 |
| Feldman, L. A., Fixture Co. | 18 |
| French Wax Figure Co. 2 and | 3 |
| Frankel Display Fixture Co. | 65 |
| Gasthoff, J. F., & Co. | 14 |
| Harrisburg Wax Figure Renovating Co. | 21 |
| Hecht Fixture Co. | 75 |
| Heogany, D. J., Mfg. Co. | 75 |
| Hess, G. Wallace. | 20 |
| Hunt-Crawford Co. | 10 |
| Hulsizer Co., The. | 69 |
| Imans, Pierre | 4 |
| Kawneer Mfg. Co. | 5 |
| Kichler, L. A., Co. | 17 |
| Koester School, The. | 53 |
| Leon, Morris. Mfg. Co. | 73 |
| Lyons, Hugh & Co. | 4 |
| Melzer, S. M., Co. | 77 |
| Messmore & Damon, Inc. | 6 |
| Modern Artificial Flower Co. | 74 |
| Modern Art Studios | 72 |
| Mutual Flower Co. | 75 |
| Netschert, Carl | 12 |
| Netschert, Frank | 71 |
| Newcomb, E. R. | 76 |
| Nielson, Knud | 19 |
| Nobema Products Corp. | 78 |
| Northern Fixture Co. | 74 |
| Onken, Oscar, Co. | 76 |
| Onli-Wa Fixture Co. | 18 |
| Paasche Air Brush Co. | 78 |
| Palmenberg's, J. R., Sons, Inc. | 59 |
| Pittsburgh Reflector and Illuminating Co. | 19 |
| Rauch, F. A., Co. | 78 |
| Roth, Karl | 74 |
| Schack Artificial Flower Co. | 11 |
| Schroeder Artificial Flower Co. | 73 |
| Service Artificial Flower Co. | 72 |
| Shasteen, Don, Studios | 13 |
| Sobel's Sons, David | 16 |
| Timberlake, J. B., & Sons. | 76 |
| Wallbrunn, Kling & Co. | 74 |
| Wants, For Sale, etc. | 79 |
| Welch-Wilmarth Companies | 22 |
| Window Decorative Works | 77 |
| Woodruff, D. W., & Co. | 77 |

Combination Man Wanted:

The largest men's wear store in an Ohio city of 200,000 population has an opening for a high grade combination man (advertising man, window trimmer and card writer). The man who will qualify for this place will be fully experienced in all three lines and capable of producing first-class work.

An excellent opportunity for the right man to build up a fine future for himself. In making application, state experience, references, and salary expected. Also send samples of work. Box 385, care of **MERCHANTS RECORD AND SHOW WINDOW**, 5707 West Lake Street, Chicago, Ill.



Two Super Attractions for Spring

The Globe of Mirrors and Perfection Color Projector will change your spring display into a brilliant fairyland of flashing, changing, living colors—a marvel of kaleidoscopic charm.

The Globe of Mirrors is a revolving sphere composed of hundreds of small mirrors that reflect colored light which flashes over the display with innumerable dashes of changing color tones. The globe is operated by a motor which requires no attention after starting.

As an interior decoration, this is the most beautiful and spectacular attraction that has ever been produced. The globe itself is a center of iridescent beauty and the rays of moving color are thrown all over the store where direct light can reach.

Marshall Field & Co. used four of our Mirror Globes in a recent decorative scheme with gorgeous effects.

The Globe of Mirrors is made in two sizes and will be rented complete with motor for two or three weeks or as long as it may be required at a moderate rental fee.

Write us at once for particulars as to terms

The Perfection Color Projector

By the use of this efficient projector you can illuminate your decorations (or any part of them) in any color or tint you may desire, and with any degree of brilliancy.

This projector was designed by an illuminating engineer who is an expert at stage lighting. It is fitted with a powerful lens and a special lamp and has five gelatine slides in different colors. These slides may be used separately or in combinations that will produce any color of the rainbow.

In combination with our Super-Floral Decorations, you can secure gorgeous color effects with this projector, which may be placed in any part of the window and attached to any light socket. Adjustment at back permits turning light in any direction.

The Perfection Projector is used by Lord & Taylor, Marshall Field & Co., and many more of the leading stores.

Endorsed by fire underwriters.




At Left—Projector shown with lens removed as used for general diffused illumination.
At Right—Projector shown with lens in place to concentrate or focus illumination.
Projector with adjustable base and standard, special lamp,
five colored shades, complete directions for securing any color.
Complete, each

Send for sample lamp, today.

\$32.50

The Botanical Decorating Co. 208 W. Adams St.
C h i c a g o



LONDON, ENGLAND

CHICAGO, ILLINOIS

BUENOS AIRES, ARGENTINA

SYDNEY, AUSTRALIA

Botanical Super Decorations are used in the best stores all over the world

The beauty of our designs has won for them the approval of critical displaymen in the best stores everywhere. They are the highest expression of art in the making of flowers.

In the gorgeous Palm Beach Exhibit recently held by Marshall Field & Company, the floral decorations used in the windows and interior of the store were supplied by us—as usual.

We will be pleased to send you our catalog or have a salesman call.

The Botanical Decorating Company

Manufacturers and Importers of Artificial Flowers and Decorations

208 West Adams Street

:::

:::

:::

:::

:::

Chicago



No. 248226—Model "A." Collar-
ette Form on Louis XVI Base.



No. 207624.—Waist Form on Louis XVI Base.



No. 248212. — Model
"C." Collarett Form
on Metal Base

DISPLAY ON FORMS

Dainty apparel for women — Fancy Waists, Lingerie — must be displayed on natural, correct forms. Curtis-Leger waist forms with their flesh tint and close approximation of the human bust, give merchandise its maximum sales appeal.

Collarett forms are for displaying fichus, lace collars, furs, jewelry, etc. Both waist and collarett forms can be mounted on metal or any style wood base.

Our Prices Have Been Reduced

Curtis-Leger Fixture Co.

Established 1869

237 West Jackson Blvd.

Chicago, U. S. A.

Send me information and prices on

☐ FORMS
☐ VALANCES

Name
Kind of Store.....
Address
Town
State

MAIL THIS COUPON

☐ WAX FIGURES
☐ FIXTURES

Merchants Record and Show Window

March, 1921



Watch St. Paul In 1921 Let's—Go!



822A/150

Cheapness Costs Dearly

Time was when a Cheap Bogey lived. That's history. Common sense and Education killed it. The Cheap Bogey is buried out of sight. The producer, the manufacturer, the distributor, the retailer, the public, know today that mere Cheapness is a last consideration in any purchase.

The first thought when any need arises is

Style, Originality, Distinctiveness, Quality,
this is true whether it be a dress, a suit, shoes, OR

Display Equipment

Today there is no such thing as a Cheap Displayman. He goes by another name, keeps company with the Cheap Bogey out of sight.

The real Displayman is both an artist and a merchant, instinctively. He demands and must have Equipment of Quality and Character to express the selling impulses which his knowledge of merchandise and the public arouses. What the canvas is to the artist, so is the Show Window to the Displayman. As the one longs to paint the glories of the landscape, so is the other eager to put merchandise into

Selling Displays!

GOOD EQUIPMENT is the soundest investment a merchant can make. It will earn bigger dividends every day in the year than any other advertising.

We Specialize

in QUALITY EQUIPMENT
for the Discriminating Displayman
for the Better Class of Merchant

that means YOU! Ask for a copy of our Big New Catalog. "Secrets of Success." Give us an opportunity to show you Why and How our Merchandise and our Service are different and win for us friends as well as Business.—Write TODAY!

Uptown Exhibition Rooms
1244 Broadway
Imperial Hotel Bldg.

Factories
525-531 E. 15th Street
New York, New York
Holyoke, Mass.
Rochester, New York

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**



WORLD'S LARGEST
MANUFACTURERS

of
DISPLAY FORMS

The
Famous
MANNEQUIN
Product

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVIII

NUMBER 3

Contents for March, 1921

| | Page |
|--|------|
| Show Window Lighting | 17 |
| By Reginald Traulschold, M. E. | |
| Interesting Book Displays | 21 |
| A Beautifully Designed Show Window | 22 |
| By Joseph J. O'Brien | |
| Kitchen Cabinet Display | 23 |
| Notes from New York | 24 |
| By F. F. Purdy | |
| The Children's Barber Shop | 30 |
| Public Utility Displays | 32 |
| Lingerie Displays | 34 |
| Our Roll of Honor | 35 |
| Our Monthly Prize Contest | 35 |
| Our Service Department | 35 |
| How to Write Retail Ads | 36 |
| Arguments for the Ad-Man | 38 |
| Free Employment Service | 40 |
| Talks With Our Advertisers | 41 |
| How to Make Show Cards | 42 |
| By G. Wallace Hess | |
| I. A. D. M. | 46 |
| Committee Meets in Chicago | 46 |
| Annual Prize Display Contest | 49 |
| Ohio's Association of Display Men | 52 |
| St. Louis Display Men Elect | 52 |
| Kansas Meeting of Display Men | 54 |
| Window Decorations and Equipment | 56 |



No. 1980

THE CHIPPENDALE DESIGN



No. 1997

The Window Shopping Family of Today

is the money spending family of tomorrow. Why not double up on the window display? Give the public a further opportunity to become acquainted with your merchandise by actual contact with it in your windows.

HUGH LYONS & CO.

Salesroom:
Chicago
234 S. Franklin St.

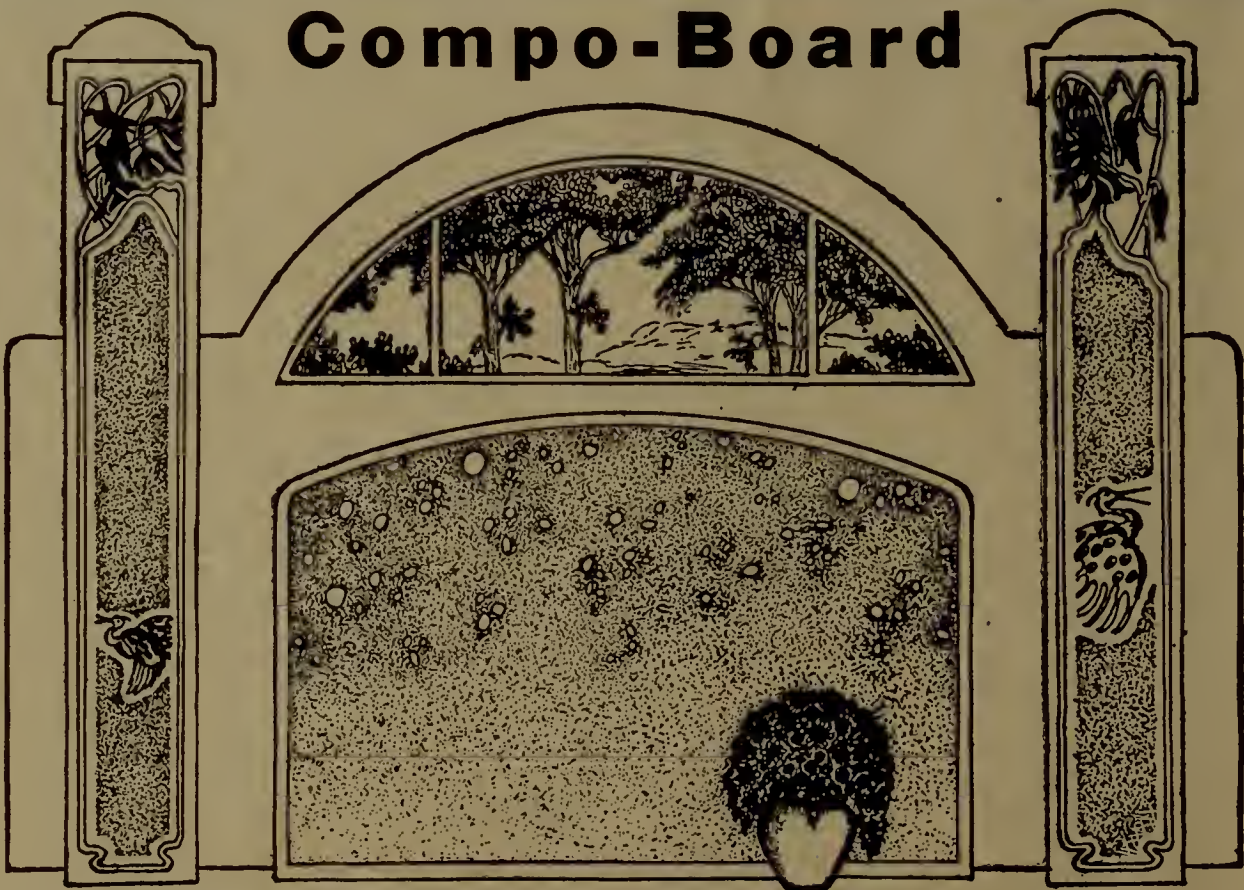
"Make buyers out of passersby"
Lansing, Mich.

Salesroom:
New York
35 W. 32nd St.

COMPO-BOARD

Compo-Board

COMPO-BOARD



Herewith is shown just one of thousands of ways Compo-Board may be used for window backgrounds, cut outs, window dividers, partitions, etc. Compo-Board is the old original and genuine wood board.

Compo-Board Company

1404 LYNDALE AVE. NORTH
MINNEAPOLIS, MINNESOTA

FRENCH WAX FIGURES

Have true animation and vivacity



The skill employed in the modeling of these figures and the artistic care with which each of them is finished gives to every French Wax Figure a vivacity that is wonderfully human.

Everyone of our figures has a real personality that appeals to people of good taste.

New Shapes for Spring

Our figures for 1921 are designed to conform to the most authoritative mandates of fashion. They are gracefully slender with straight lines, are pleasingly natural without being stiff.

The two figures illustrated show the easy grace of pose to be found in all of our newest figures. The arms are adjustable and the feet are placed in naturally easy and graceful positions. These figures are adjustable at the waist also.

In our large and varied line you will find exactly the figures you need.

Our New Catalog for Spring 1921

Our latest booklet shows our line of new wax figures and it also illustrates our up-to-the-minute papier mache forms. You will find in our papier mache the same careful designing that has made our wax figures famous. Send at once for this catalog—you will find it worth while.

Let us help your sales this season—our figures will do it.

French Wax Figure Company

73 West Water Street, Milwaukee, Wisconsin

CHICAGO, ILL., 14th Floor, Medinah Building.
COLUMBUS, OHIO, Chas. T. Vetter, Seneca Hotel.

LOS ANGELES, CAL., Karl Stern Co., Inc., 314 S. Los Angeles St.
DENVER, COLO., Walter W. Martin, 319 14th St.



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Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France



Something Unusual and very attractive

A peach tree with artificial flowers and foliage. The tree is made of compo board and colored in beautiful shades to match. Sizes of tree, 48x80 inches. Price each, \$18.00.

This tree can also be had in the cherry blossom effect.

Place your order at once if interested. We will make prompt shipment on same.

**We are headquarters for Japanese
and Oriental decorations of all kinds.**

JAPANESE LANTERNS

Size 8 x11 inches; price, \$16.00 per hundred

Size 9½x12 inches; price, 18.00 per hundred

Size 12 x15 inches; price, 21.50 per hundred

These come in assorted colors.

Fibre Roping. Comes in any color desired. About ¾ inches thick. Price per roll, \$1.50. 180 feet to a roll.

Extra quality in deep shades of purple cerise, etc., at \$2.00 per roll.

No. 3027. Japanese Wistaria Vine, 12 leaves and 3 flowers. Come in purple or pink tints. Price per dozen, \$2.75; per gross, \$28.50.

No. 3022. 12-inch Wistaria Blossoms in purple or pink or any special shade wanted. Price per gross, \$5.50.

Displaymen: If interested in decorations for interior or Auto Shows, also Conventions, write us for samples and prices. We have the largest and most complete stock of this class of goods on the market.

Displaymen: If you have a Floral Parade this coming season or celebrations of any kind, let us hear from you. We have the largest and most complete stock of floral parade goods, etc., in the U. S. A., and our prices, comparing quality and material, are always the lowest.

J. F. Gasthoff & Company

Leading Manufacturers of Artificial Flowers and Decorative Supplies

DANVILLE,

ILLINOIS



Kawneer

SOLID COPPER

STORE FRONTS

Give Your Merchandise a Chance to sell itself through proper display.
Kawneer Store Fronts have solved display problems for more than 100,000 successful merchants. They provide show windows that permit merchandise to tell its own story.

Your merchandise will draw sales into your store if you give it a chance to talk.

Let us show you how a Kawneer Store Front on your building will boost your sales by drawing more and more people into your store.

Every Merchant Should Have a Copy of this Valuable Book

THE
Kawneer
COMPANY

NILES MICHIGAN

The
Kawneer
Company

2102 Front Street,
Niles, Mich.

Please Send Me a Copy of Your
New BOOK OF DESIGNS

Name

Address

Just Tear Off Coupon and Pin It to Your Letterhead



Feature Exhibit at the International Silk Show, Grand Central Palace, New York, decorated and draped by J. J. Hannagan a well known Display Manager.

This entire exhibit including mammoth papier mache Elephant which measures 14 feet from platform to top of Houdah was one of several exhibits built by

MESSMORE & DAMON, Inc.
 363 Ninth Avenue -:- NEW YORK



Schack's Interchangeable Practo-Art Settings

An Entirely New Idea in Background Treatment

Illustrated in colors on the front cover of Schack's 1921 Spring Catalog, now ready for mailing. This design is one of a series of Schack's New Practo-Art Settings. Each setting is composed of separate units that are interchangeable, each unit being complete in itself. They will fit practically any size window. The units can be rearranged in many interesting groups.

Practo-Art Settings can be used over and over again after having served in the window for several months, as the units will lend themselves readily for post or ledge decorations, in fact, for almost any kind of interior decoration. Their use is fully explained in

Schack's New Catalog: "The Secret of Successful Window Displays"

—Now Ready for the Mail—

This new catalog contains 56 pages and hundreds of illustrations, every decoration is shown in colors. It is the only catalog that enables you to select definite colors for your displays. Schack's Color Key Plate is the new feature. Every displayman and every merchant should have a copy. IT IS FREE.

If you are in a hurry—A wire from you
will start any quantity of the following Spring Decorations on their way.
Absolute satisfaction guaranteed.

NO. 5021

Imported Cherry Blossom Sprays in pink or white, eighteen inches long, four branches to a spray. \$3.75 per dozen.

NO. 5003

Imported Apple Blossom Branches eighteen inches long, very beautiful, per dozen \$2.75. This is the most natural apple blossom to be had.

NO. A15

Imported lilacs in assorted colors, most perfect flower ever offered. Three clusters and five leaves on each stem, per dozen \$5.50.

A FULL LINE OF FLORAL PARADE DECORATIONS ALWAYS ON HAND
WRITE FOR OUR FLORAL PARADE BOOK—IT IS FREE

The Schack Artificial Flower Co., 1739 Milwaukee Ave., Chicago, Ill.

Beautiful Southern Greens the Ideal Decorations for Spring

Use Nature's own exquisite decorations for your spring windows. We have unlimited facilities for supplying you with every variety of southern green—fresh from the woods.

Southern Wild Smilax—This is the daintiest and most satisfactory green foliage decoration to be had. Graceful, easily handled, costs little, and lasts long.

| Case | Contents | Weight | Price |
|-------|-------------|---------|--------|
| No. 1 | 100 sq. ft. | 15 lbs. | \$1.00 |
| No. 2 | 200 sq. ft. | 20 lbs. | 2.00 |
| No. 3 | 300 sq. ft. | 25 lbs. | 3.00 |
| No. 4 | 400 sq. ft. | 30 lbs. | 3.50 |
| No. 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| No. 6 | 600 sq. ft. | 50 lbs. | 4.50 |

Long Needle Pines—Long, glossy needles and beautifully marked stems—lasts almost indefinitely. Packed in paper lined burlap. Per doz., \$1.25; per 100, \$7.00.

Magnolia Foliage—The leaves are a rich glossy green on top and a soft, velvety brown beneath. A most beautiful and lasting decoration. Packed in same size cases and same prices as Smilax.

Southern Grey Moss—This is a novel and harmonious decoration especially adapted to hanging baskets, festoons, wall or post treatment, etc. Per 25-lb. bag.....\$3.00

Fadeless Green Sheet Moss—Ideal for window floors and can be used in a great variety of other ways. Harmonizes with all kinds of merchandise. Per bag, about 100 sq. ft.....\$4.00

Order from this ad—we guarantee absolute satisfaction

All Prices F. O. B. Evergreen, Ala.

KNUD NIELSEN

Evergreen, Alabama



Southern Wild Smilax.

Complete Outfits for Making Showcards

The show card outfits listed below have been selected as the most practical and useful equipment for the beginner at card writing. These tools and equipment are based upon a working experience of many years. Every item will be found of good quality and the values are the best on the market.

Pen Outfit A \$5.00

- 1 Doz. Assorted Speedball Pens.
- 2 Doz. Assorted Cardpens.
- 3 Penholders.
- 1 8-oz. Bottle Black Speedink.
- 4 3-oz. Bottles Speedink, white, red, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 1 Book "Elementary Show Card Writing."

Pen and Brush Outfit C \$7.50

- 6 2-oz. Bottles W. K. Showcard Color; white, blue, red, green, yellow and purple.
- 2 8-oz. W. K. Showcard Color, black, red.
- 3 3-oz. bottle Speedink, black, white and red.
- 3 Red Sable Rigger Brushes, 1 each No. 2; No. 6; No. 10.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 pen holders.
- 50 Sheets 11x14 asstd. colored and white cardboard.
- 50 Sheets 7x11 asstd. colored and white cardboard.
- 1 Book—"Elementary Show Card Writing."

Brush Outfit B \$5.00

- 1 No. 2 Red Sable Rigger Brush.
- 1 No. 6 Red Sable Rigger Brush.
- 1 No. 10 Sable Rigger Brush.
- 6 2-oz. Bottle Best Black Show Card Color.
- 6 2-oz. Best Showcard Color, white, red, yellow, blue, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 1 Book—"Elementary Show Card Writing."

Pen and Brush Outfit D \$10.00

- 4 8-oz. Best Showcard Colors, black, red, white and blue.
- 6 2-oz. Best Showcard Colors, med. green, orange, yellow, purple, lt. red, dk. green.
- 1 8-oz. black Speedink.
- 3 3-oz. Speedink, purple, white, and red.
- 1 16-oz. Muscilage.
- 3 Red Sable Rigger Brushes, 1 each Nos. 4, 8, and 12.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 Penholders.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 50 Sheets 7x11 Assorted, Colored and White Cardboard.
- 1 Book—"Elementary Show Card Writing."

Send your order today. State which outfit is wanted A, B, C, or D.

Shipments will be made same day orders are received.

G. Wallace Hess, 1524 North American Building, 36 S. State St., Chicago

Three New Books for the Display Man : :

The tendency of the present time is to utilize period decorations more extensively in window display and interior decoration.

The imperative need of an authentic work on period decoration has prompted the publication of the first of a series of books prepared especially for the display man. This series is the

DISPLAY MANAGERS' HANDBOOKS of DECORATION

By Leslie Stuart Janes

EGYPTIAN SERIES

The first of the series treats of the art and decoration of ancient Egypt applicable to modern window display and interior decoration. This series is accompanied by a color chart in oil showing 30 color and metal effects.

Price \$5.00

JAPANESE SERIES

IN TWO VOLUMES

The Japanese series is published in two volumes and represents an authentic treatise on Japanese decoration and art. An air-brushed color chart, showing 12 distinctive color combinations accompanies the Japanese series.

Price \$5.00 per volume

Each series contains sixteen 9x12 working drawings of complete background suggestions and decorative units, keyed for the beautiful color charts which accompany them, as well as a condensed, authentic history of the arts and decorations of that particular period. These volumes are a distinctive addition to the display man's library.

The series are handsomely bound, loose leaf, portfolio style. Fill in the attached coupon, indicating the volume desired.

The
Merchants Record Co.
5707 West Lake Street
Chicago, Ill.

The Merchants Record Co.,

5707 W. Lake St., Chicago1921

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The magnolia is a wonderfully effective decorative foliage which can be used in a great variety of ways. It can be handled without damage and lasts almost indefinitely. Fine for windows or interior. Can readily be resold in form of wreaths, sprays, etc.

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|-------------|--------|-------------|--------|
| No. 1 | \$1.00 | No. 4 | \$3.50 |
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This is an especially pleasing window decoration. It is also recommended for resale. It stands handling well and will not wilt or fade. You can use these for window or store decoration and later sell them at a good profit.

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| 2 feet high | \$0.10 | \$1.00 | \$ 8.00 |
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| Extra large sizes, 5 to 6 feet, \$0.50 each. | | | |

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|----------|----------------|---------|--------|----------|----------------|---------|--------|
| 1 | 100 sq. ft. | 15 lbs. | \$1.00 | 4 | 400 sq. ft. | 30 lbs. | \$3.50 |
| 2 | 200 sq. ft. | 20 lbs. | 2.00 | 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| 3 | 300 sq. ft. | 25 lbs. | 3.00 | 6 | 600 sq. ft. | 50 lbs. | 4.50 |

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Highly effective for window or store decoration and ready sellers. When placed in a vase, it is impossible to tell the chamaerop from a living palm. These will be found most satisfactory for decorating or resale.

| | Each | Dozen | Hundred | | Each | Dozen | Hundred |
|--------------|--------|--------|---------|---------------------|--------|--------|---------|
| 3 feet | \$0.15 | \$1.50 | \$11.00 | 5 feet | \$0.25 | \$3.00 | \$20.00 |
| 4 feet | .20 | 2.25 | 15.00 | Assorted sizes | | 3.00 | 20.00 |
| 5 feet | .30 | 3.50 | 25.00 | | | | |

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A Fixture for every use. Men's and Ladies' Wear, Shoes, etc.

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Originators and Manufacturers of Our Own Fixtures

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OUR complete knowledge of decorative treatment for anniversaries and other special exhibits, enables us to offer a valuable cooperative service in planning and executing display window interior and exterior decorations of unusual note. @ @ @



We are now ready to handle a limited number of concerns seeking something entirely new in high character decorations for their anniversary that will make the event a noteworthy one. @ @ @

Send us all available information on your plans and our experts will arrange drawing sketches which we will submit without obligation. @ @ @

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431 North Clark Street

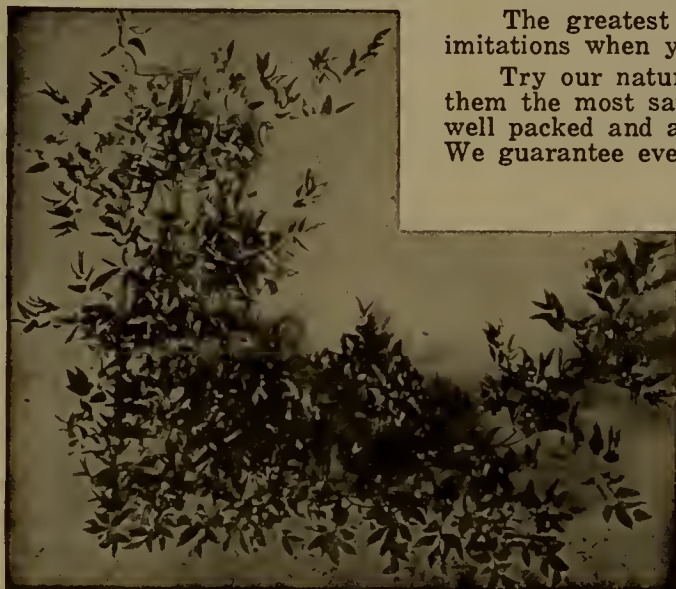
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Chicago

Natures Own Decorations

They Cannot be Imitated—Much Less Improved Upon



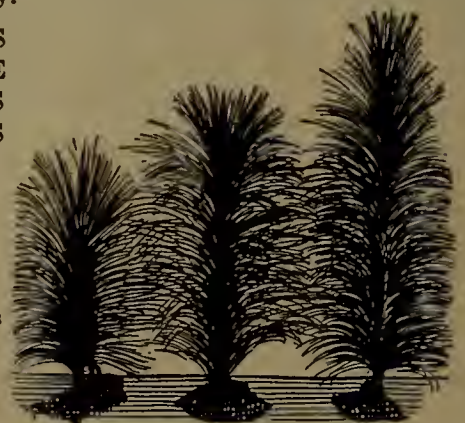
The greatest of artists can only imitate nature; so why should you use imitations when you can get nature's own unrivaled products for less money?

Try our natural Southern greens for the coming season and you will find them the most satisfactory of all decorations. They are carefully selected, well packed and are only a few hours from the trees when you receive them. We guarantee every order to be satisfactory.

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MAGNOLIA FOLIAGE
LONG NEEDLE PINES
CHAMAEROP PALMS
HOLLY
FADELESS MOSS
SOUTHERN GRAY
MOSS

All of these greens can be supplied in any quantities.

Our quotations are F. O. B. Evergreen.



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(Magnolia foliage same price as Smilax.)

The most exquisitely beautiful evergreen vine in existence. Prices and capacity as follows. No advance in prices since war started.

| Case No. | Covers Approx. | Weight | Price |
|----------|----------------|---------|--------|
| 1 | 100 sq. ft. | 15 lbs. | \$1.00 |
| 2 | 200 sq. ft. | 20 lbs. | 2.00 |
| 3 | 300 sq. ft. | 25 lbs. | 3.00 |
| 4 | 400 sq. ft. | 30 lbs. | 3.50 |
| 5 | 500 sq. ft. | 40 lbs. | 4.00 |
| 6 | 600 sq. ft. | 50 lbs. | 4.50 |

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Beautiful as a palm in decoration; attractive in the window; splendid sellers for church or house decoration. If you propose handling "greens" for profit, try them.

| | Each | Dozen | Hundred |
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| 4 feet high..... | .20 | 2.00 | 11.00 |
| Assorted sizes, 2 to 4 feet..... | ... | 1.50 | 9.00 |
| Extra large sizes, 5 to 6 feet, \$0.50 each. | | | |

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Finish of bases, Ivory or Mahogany.

PRICE COMPLETE WITH BASE \$6.00 EACH

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Write for samples of plush and circulars showing Valances, Rugs and Pillows.

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For the right man we have a most interesting proposition for all or spare time.

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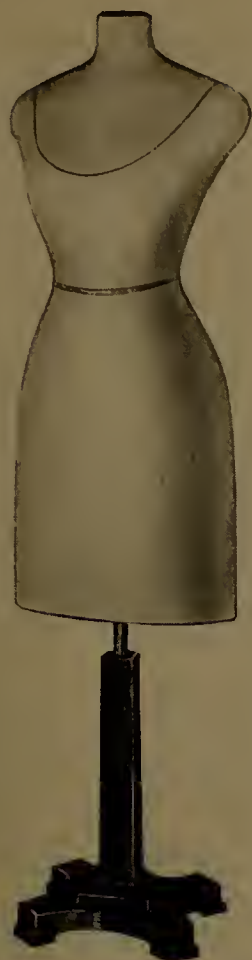
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Chicago, Ill.

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From the Fixture Mail Order House

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Form No 81. Newest shape form for Spring 1921, covered in best quality white jersey. Genuine flesh colored washable celluloid enamel circular neck and back as illustrated. Has our last Period wood base in Florentine style. Oak or mahogany. Ready for immediate shipment. We make this form complete in our own factory and can thus make the extremely low price of.....

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\$13⁷⁵

\$8⁵⁰



Waist Form No. 121

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Write for our latest catalog and be sure to visit our Display Review when in the market.

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If you desire originality and distinctive appearance in your valances and window draperies, you will be interested in our remarkable line of

Art Drapery Fabrics

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TRADE MARK

Our fabrics include a great variety of weaves, textures and designs and the range of colors is almost endless.

In our big collection of beautiful materials may be found practically any fabric or color to carry out any scheme of decoration the display man may have in mind.

Cloister Cloth is a splendid material for valances, floor mats or draperies—specify it the next time you place an order.

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52 Chauncey St., Boston

New York
2 N. 11th St., Philadelphia
742 Market St., San Francisco

Unless This Page Conveys a Message Which Means a Greater Profit to You It Is Useless to Both of Us

We do not make "a fixture" that is the panacea for all merchandising ills. We DO enable you to establish a system of stock keeping and display which will reduce your overhead, eliminate many losses, cut down the cost of clerk hire per sale, put you in a position to transact a greater volume of business at greater profit, with greater satisfaction to every customer.

Such a statement is not bold. It is simply fact, proved time after time by merchants who are enjoying the benefit of the system now.

The great secret of successful selling is proper display. Once the desire is aroused, the next move is to deliver the merchandise instantly.

The Welch-Wilmarth, fitted to your store, gives the right display for all merchandise—keeps it in order—keeps it clean—makes it easy and quick of access. After a day's big business, when you close at night, the store is ready for the next day.

Shelf-worn goods and petty thefts are eliminated. The atmosphere provided with the Welch-Wilmarth system influences a desire for better merchandise. Fewer clerks can wait on more people. In every way your business benefits.

You can start with one unit. You can add these units as fast as you please. You can watch your business grow as you add to this system. It is just as important to a two-clerk store as to one with hundreds of salespeople.

**The
Welch-
Wilmarth
Inter-
changeable
Sectional
Unit
System
for all
Merchan-
dise that
is sold
in stores**

*Let us send you a book that will give
you some ideas. Just ask for it.*

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MERCHANTS RECORD *and* SHOW WINDOW

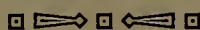
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MARCH, 1921

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Show Window Lighting

Installation of lamps and reflectors in the window—The distribution of light—How the lamps are spaced to get the best results—Table showing illumination factors—The number of lamps to employ and their size—Outside factors to be considered in choosing lamps.



By Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

Editor's Note—This is the second of a series of six authoritative articles prepared by an experienced illuminating engineer exclusively for this journal. These articles will appear at intervals throughout the year and will cover the following phases of this important subject: General Principles of Window Lighting, Installation of Lamps and Reflectors in the Window, Color Lighting in the Show Window, Extra Lighting in the Show Window, Reflections in the Show Window, General Suggestions as to Window Lighting.

THE natural distribution of light from the incandescent lamp—used today almost exclusively for show window lighting—is very nearly equal in all directions. Consequently, in order to secure the effective utilization of as much of the light as possible, the lamps have to be provided with proper reflectors to direct the light on the display and to reduce waste in illumination of window ceiling and undue escape of light into the street. A great many types of such reflectors, intended for show window lighting, have been designed—naturally—and so constructed as to give desired light distribution for windows of various dimensions.

Light Distribution

The more customarily employed of these—mentioned in the order of their apparent popularity—may be classified as; one-piece mirrored glass angle reflectors, mirrored trough reflectors with the lamps mounted horizontally, one-piece prismatic angle reflectors, aluminum finish steel reflectors and dense opal bowl-shaped reflectors. Apparent popularity and effectiveness in operation, however, are not entirely in accord, the element of cost frequently being given somewhat undue consideration, as evidenced by the popularity of the troughed reflector. Tests and experience have conclusively demonstrated that the one-piece angle reflectors, whether of mirrored

glass or prismatic, are best suited for window lighting. They accurately control the distribution of light and are of high efficiency. The prismatic unit, in certain cases, proves more desirable than the mirrored glass as a slight amount of light is transmitted through the glass which can be utilized to illuminate a painted sign or other advertising matter placed on or in the upper portion of the show window—the lighting units being situated behind the upper frame edge of the window.

Spacing of Lights

The spacing of the lamps and the angular mounting of the reflectors are governed to some extent by the lighting effects desired, but customarily the overhead lamps are spaced at regular intervals across the window. Care should be exercised in mounting the reflectors, however, to direct the light so as to avoid, so far as possible, reflections from transoms above the background, from mirrors which may be used in the display and from polished hardwood backgrounds. It is easy to understand that errors of this character can readily nullify the effect of an otherwise well lighted window.

An excellent arrangement of lamps is to place them on three circuits in adjacent rows spaced about a foot apart—row to row—with the mounting height of each row three inches or so greater than that of the proceeding—the row furthest from the window



LIGHTED BY 150-WATT LAMPS—COURTESY NATIONAL LAMP WORKS

line six inches higher than the outer row. This stepped arrangement, close to the window front, avoids undue interference of light in proximity to the light sources. With this plan of lamp arrangement, it is advisable to allot the total number of lamps required among the three rows so that the row nearest the window accommodates half the lamps, the next row three-fifths and the inner row the remaining two-fifths of the full complement of lamps. This arrangement permits securing with a single row of lamps an illumination of high, medium or low intensity, or by using certain lamps in the different rows almost any desired degree of illumination and direction of light can be secured. This method placing the lamps is also advantageous if colored lighting is resorted to, a subject which will be discussed in a later instalment.

Degree of Illumination

The number of lamps to employ and their size—the degree of illumination necessary to show off the merchandise in a window to the best advantage—depends to some extent upon the color of the articles on display, the backgrounds and settings—whether light or dark and the dominant color. Greater illumination is needed to bring out clearly the darker articles and those of certain distinctive coloring, but the coloring of the individual articles on display is not in itself an infallible guide, for the backgrounds and settings exert a marked influence, which may frequently be taken advantage of to

secure desirable, startling and varying effects. When the display contains both light and dark articles, the illumination should, as a rule, be adjusted for the effective display of the darker objects.

Other conditions govern the intensity (most effective) for general window illumination to an even greater extent—limiting the present discussion to general illumination requirements and reserving the question of extra and supplementary lighting in the show window for later discussion. Chief among these is the brightness of light from street lamps, adjacent signs and neighboring show windows. As the standards for such illumination is apt to be considerably higher in the large cities than in less populated communities, it has been a customary procedure to base recommendations for the lamp requirements—measures in watts per front foot of window—more or less arbitrarily upon the size of the city or town in which the shop is located. Based upon such rating, the accompanying table—Table I—lists lamp requirements which, if not entirely dependable, are indicative of minimum standards which will prove satisfactory in many instances.

The values given in this table are averages and are, consequently, subject to wide variations. They fail, furthermore, to take into account the variations in advisable intensity of illumination due to different heights of show windows, or the mounting height of the overhead lamps. A guide which



A GOOD EXAMPLE OF WINDOW LIGHTING—NO GLARE FROM LAMP ON TABLE

TABLE I. LAMP REQUIREMENTS FOR WINDOW LIGHTING

| Size of City or Town | Depth of Window | Watts* per Front Foot |
|----------------------|-----------------|-----------------------|
| Up to 5,000..... | 2 to 8 feet | 25 |
| | Above 8 feet | 30 |
| 5,000 to 25,000..... | 2 to 4 feet | 30 |
| | 4 to 8 feet | 35 |
| | Above 8 feet | 50 |
| Above 25,000 | 2 to 4 feet | 40 |
| | 4 to 8 feet | 60 |
| | Above 8 feet | 75 |

*Mazda lamps equipped with efficient reflectors.

TABLE II. TABLE OF ILLUMINATION FACTORS

| Location of Show Window | Factor |
|--|--------|
| Side street of small city or town..... | 3 |
| Street corner of small city or town..... | 4 |
| Side street of average city..... | 5 |
| Street corner of average city..... | 6 |
| Brightly lighted business street..... | 7 |
| Intersection of brightly lighted business streets..... | 8 |
| Finest street location in large city..... | 9 |
| Finest street corner in large city..... | 10 |

does take into consideration these factors is to add the depth of the show window and the height of the illuminating lamps above the window floor—both dimensions in feet—and multiply their sum by a factor—given in Table II—the result being the lamp wattage for Mazda Type lamps per front foot of window. The total lamp wattage needed—an indication, if not an actual measure, of the lumen output necessary to secure the desired degree of illumination—is equal to the wattage per foot multiplied by the window frontage in feet. If the window has a frontage on the street and also on a vestibule, or upon two streets, the window frontage is the sum of the glass frontage on the streets and that of the side glasses. For example, take a window situated on a brightly lighted business street—factor 7—having a frontage on the street of 20 feet and a side glass of 8 feet—a total frontage of 28 feet—a depth of $6\frac{1}{2}$ feet and the lights mounted 9

feet above the window floor. The wattage per front foot of window would be $6\frac{1}{2}$ plus 9 multiplied by 7, or $108\frac{1}{2}$ watts, and the total lamp wattage requirements $108\frac{1}{2}$ multiplied by 28, or approximately 3,000 watts.

As it is good policy when wiring a show window to install two or three times as many lamp outlets as would seem necessary for securing the desired illumination for any one particular window dressing, wiring them in groups, in order to secure the flexibility needed for obtaining a wide range of possible lighting effects when changing window dressings and displays, the selection of advisable size of lamp becomes a consideration. Small lamps being employed in greater numbers will give a more uniform distribution of light than lamps of greater individual power, but the larger lamps are apt to be more efficient and cost less for the same light output. Good practice is to employ 100 watt lamps, unless the in-



HAT DISPLAY BY E. F. WITT FOR LEVY BROS., LOUISVILLE, KY. A WELL LIGHTED WINDOW.

tensity of illumination required is abnormally high.

The three row arrangement of lamps, previously mentioned, permits the installation of three lamps per running foot of window, so with 100 watt lamps an intensity of light can be secured which will suffice even for a large deep window on a very brightly lighted street.

Avoiding Mistakes

Mistakes may occur in the most careful planning of show window lighting systems, faults may develop or be present, and the estimated degree of illumination may prove insufficient or excessive. It is easy to enlarge on faults and mistakes and to sound many warnings, but as the gauge of effective and proper window lighting is the attractiveness and appeal of the window as finally dressed, the most reliable fault finder is an analytical visual study of the lighted window, supplemented by some simple test for confirmation. The window should stand out from its surroundings invitingly, but not glaringly. That is, the illumination must compete and be in harmony with the adjacent and neighboring windows, of sufficient intensity to attract from the street, but should not unduly rival. Obviously, this measure or rating of the window lighting is perforce a visual one, but certain simple tests will establish the effectiveness and efficiency of the window lighting. The bottom of the window frame is invariably above the side walk level, furnishing an infallible instrument of measure as to the efficiency

of the lighting within the window. If it casts a dense shadow on the sidewalk extending any distance out from the building it is a positive indication that light is wasted by being thrown out from the window into the street. An absence of such shadow, on the other hand, indicates that the light is retained within the window and is productively utilized in showing off the display. Another equally positive test is to photograph the lighted window at night. If the outline of the window comes out sharp and distinct, it signifies that the light in the window is distributed upon the display and excessive light is not escaping into the street. The sharpness of the window frame against the lighted interior is also an indication of the difference in illumination on the street and in the show window. If the contrast is unduly pronounced, the illumination within the window is greater than it should be for effective appeal, the window standing out glaringly.

The photographic test also shows up any spots of excessive localized lighting and of reflected glare, which might not be caught by the shadow test on the sidewalk. Unduly high light spots will cause halation spots to appear on the photographic print. These might be caused by misdirected or reflected rays from spots excessively lighted by reason of too intense a general illumination or by the position—readily remedied—of an offending object in relation to the direction of light from the overhead lamps.



CHILDREN'S BOOK WEEK DISPLAY BY J. K. GILL CO., PORTLAND, ORE.

Interesting Book Displays

THE accompanying illustrations show two of the windows prepared by The J. K. Gill Co., Portland, Oregon, during Children's Book Week, November 15-20. This was a national event, and book-sellers everywhere took a very keen and active interest in making it the greatest one ever held. That they succeeded in this is generally conceded.

The cards visible in the foreground of the windows were used in the street cars by the firm in order to connect up with the newspaper advertising

and show windows. It will be noted that the black and white silhouette scheme was carried out with these cards and thus they were rendered effective yet inexpensive. They fit into the general scheme of the windows very well.

One of the astonishing features of the windows was that they proved nearly as effective in selling toys for the toy department as they did books for the book department hence affording a very subtle study in the general selling power of windows. Both of them were designed by the firm's window dresser, Mr. Edwin D. Horsfield.



CHILDREN'S BOOK WEEK DISPLAY BY J. K. GILL CO., PORTLAND, ORE.

A Beautifully Designed Show Window

By Joseph J. O'Brien

THE show window has rapidly developed into one of the chief features in the presentation of merchandise to the public, but recent years have shown an added interest in and attention to the background against which merchandise is to be displayed. It is quite evident that different kinds of merchandise require different backgrounds, and the department store has a unique problem in the presentation in the various lines carried so that each department shall have equally advantageous display.

It would seem to be an almost insurmountable problem to make a background which shall display jewelry with its minute detail to as good an advantage as dress goods, silks, linens, or furniture. Aside from the possibility of changing the background for every new display, a neutral background is without question an absolute necessity, but it must be remembered that neutral does not mean flat, dull or uninteresting.

Probably the best material which gives color,

texture, interest, and at the same time, neutrality as to color, is wood. Added interest in carved enrichments on moldings could be used if not too conspicuous to detract from the merchandise displayed. No heavily grained or figured woods are in any case admissible.

A feature of prime importance in the planning of the show window is the question of scale—the relation of depth and height of background to the glass size—and this requires careful architectural planning and determines exactly the amount of detail which may be put into the background.

With all of these considerations in mind, The Halle Bros. Co. has planned and executed a corner window in connection with alterations to the establishment which is perhaps one of the finest examples of background for display, and more particularly for the exhibition of fine furniture groupings and ready-to-wear merchandise.

The design is a Georgian interior executed in oak in a most unusual weathered finish. Although



ARRANGED BY JOSEPH J. O'BRIEN FOR HALLE BROS. CO., CLEVELAND



DISPLAY BY EARL H. WELLS FOR TOWNSEND-UEBENHEIN CO., ST. JOSEPH, MO.

This was an unusually pleasing little group of neckwear. The principal colors of the neckwear were purple and green. These were set off by a combination drapery of lavender silk with a deep purple plush, which produced a pleasingly harmonious effect. Gloves in a light tan shade were shown with the neckwear.


distinctly warm grey in color it has a rich antique patina which gives added depth and color. Surrounding the central panel and under the pediments of the doors are facsimile reproductions of Grimling Gibbons carving done in pear wood, which gives a contrasting light note to the general color scheme and adds the interest of fine craftsmanship. Delicately carved enrichments are found in the panel mouldings and the chair rail and around the doors.

The whole window is 14 feet long on each glass side and above 13 feet from front to back. The lighting is from troughs let into the ceiling and parallel to the plate glass fronts. These are masked by a deep valance with matching side-hangings to soften the edges of the window. The floor is French parquet design finished a dark antique brown.

Kitchen Cabinet Display

THE Davis & Shaw Furniture Co. of Denver recently used two windows to show the advantage of a modern kitchen cabinet over the old-fashioned, haphazard way of keeping kitchen utensils. In one window was an arrangement showing the old-fashioned kitchen cluttered up with pots and pans of every description in addition to the various articles necessary to every kitchen. In the midst of this confusion sat the weary housewife.

In the other window was to be seen another housewife and the same kitchen paraphernalia arranged in an orderly and convenient system by means of a modern kitchen cabinet. Windows like this tell a story in a convincing manner likely to make a real impression.



Notes from New York

A striking front at Wanamaker's—National Silk Week displays notably fine—Harding blue is the new color—Macy's series of blue displays attract much notice—A good display in honor of Washington's Birthday—Movements of displaymen—Gimbel's Windows—Display Managers Club hold February meeting in Bush Terminal Building.



By F. F. Purdy

DISPLAY MANAGER LARKIN, at Wanamaker's, had a striking novelty last month, in connection with a millinery showing. It occupied the entire Broadway front of the Stewart building, with a uniform background throughout, with variations at each window. This background was of cream white sateen, with border at bottom of lavender in two of the windows, and of apple green in two of the others, this border in each instance exactly matching the colors of the furniture and fixtures in the window, especially the high hat stands. The treatment of the backgrounds might be called "patch poster," consisting of fruit and foliage cut from colored sateen and appliqued on to the cream white drapery in cubistic forms, and giving a charming and very natty springlike atmosphere. These fruit and foliage forms were stitched on with silk twist with long stitches. There is a young French artiste in the Wanamaker display studio who did some excellent work on this background, with taste and enthusiasm. It was unique and attractive in itself, and presenting a very notable uniformity, with pleasing minor variations, it was perhaps the strongest and most effective treatment ever given these windows, with a pleasing "getting away" from the older painted backgrounds, stencils, etc. With the rather old-time form of Wanamaker window spaces in this building, it establishes beyond question that the only way to get something strongly across is to make a big, uniform hit with the entire front of the Stewart building. The large space at corner was in orange and white, with orange and black hats with beautiful paradise feathers.

A Bachelor's Display

The newer building had in the big corner window something new in the shape of a bachelor's room, with the golf sticks; a gateleg table holding the chessboard and men just as he had left it; another smaller gateleg table with smoking paraphernalia, books, etc.; luxurious easy chairs, etc. Back in rear, up three steps, was a retired apartment with his three-quarter bed half hidden at one side,

with a reading table on the other. The reader may imagine even more, in exact harmony with the tastes of the bachelor clubman. It was an ideal room of the kind. The London Shop, by the way, in the newer Wanamaker store, has been tripled in size. Up on the cornice Mr. Larkin has supplanted the rail with an English hedge, above which are many of the Star and Garter flags, while opposite are stands of combined American and British colors. Nothing but English clothes and furnishings are shown here, and an atmosphere is secured which would surely make John Bull feel at home.

At the time of the silk show here, Mr. Beyer had the entire McCreery front full of silks, in harmony with the advertising and attention given to the silk show, to say nothing of the prestige of McCreery silks, shown in a rather more spectacular way, with all new drapestands and gold furniture—the first front since the gold and champagne draperies and carpets superseded the caenstone fittings, for a time at least. One side was carried out in backgrounds, draperies, fixtures and flowers, in tones of gold. The other side was wholly in tones of silver, a charming combination. National Silk Week ran from February 28 to March 5, with the idea of the stores making specials to capitalize the interest created in silk by the show and cash in by extensive sales. Hence at McCreery's as well as elsewhere that week was marked by the display of silks, not only by the yard, but in the made up gowns, and here another ambitious exhibition was made.

Silk Displays

Speaking of silk, the display managers of New York were well represented at the Silk Show, who arranged a number of the handsome displays of the manufacturers and took full charge of designing and carrying out of the decoration of large booths, and in one instance for a foreign government. Mr. Frankenthal, of Altman's has done valuable work of the kind before, and at the last event Messrs. Beyer, of McCreery's and Weisgerber, of Lord & Taylor's, had some of their fine work in evidence.

Still on the silk theme, Mr. Beyer has been for



DISPLAY OF SILKS BY JOHN BEYER FOR MCCREERY & Co., NEW YORK.

This display is one of remarkable richness. The silk was in shades of light blue and the drapery was handled in such a manner as to bring out all the beauties of the materials. The draping fixture at the left was cut out of wood and

silvered, after which it was stippled in black. On the stand in the middle of the window was an ostrich feather fan in dark blue. A spot-light illuminated the fern that was suspended from the ceiling.

some time hard at work to bring out an adequate showing of the "Mrs. Harding blue," getting the exact designated and approved hue, the silks made in it, and finally the costumes of this specific material, ready-to-wear suits, coats, dresses, millinery waists, etc. At this writing arrangements are going forward that seem to indicate that McCreery's will have the first extensive windows in New York featuring the Mrs. Harding blue.

The opening of the fine windows of the large new Namm addition in Brooklyn took place February 28, with the formal opening of this edifice, much of which, however, has been in use for some time. On the Saturday previous to this Monday the employees, models, etc., had an entertainment by the firm, with a luncheon, dancing, etc. On the fifth floor of the old Namm building there was a promenade of models wearing the new spring gowns, and about a score of the models traversed the long platform, amid the flowery harbingers of spring that were put up by Mr. DeVausney and his assistants. This event was staged in just the right place and at the right time for the summer furniture opening, for it was in the furniture department, and after the show was over, the summer

furniture was finely displayed in exactly the proper setting. This is a bit of detail that could well be worked into many another store where similar conditions obtain. A new member of Mr. DeVausney's staff is J. McGarry, formerly with Loeser and Wanamaker, who will look out for the interior decorations. The Namm windows, by the way, the new Livingston street as well as Fulton street windows, now have curtains and valances of monk's cloth, natural color, deep-fringed.

Movements of Displaymen

Oppenheim, Collins & Co. will begin tearing down the large adjoining building to their Brooklyn store in May preparatory to erecting an important addition to their plant there. Mr. Kenny, formerly display manager there, and recently with the Jay Thorp Co. specialty house in New York, returns to this store to take up his former duties there.

Mr. Vosburg, formerly display manager for R. H. Macy & Co. and previously with James McCreery & Co., Pittsburgh, is now a resident of Baltimore, where he is with the department store of Hothschild, Kohn & Co.

Mr. Richter, remembered by many friends as former display manager for Saks & Co., will have

a lot of new windows in the fall, for reports received from him tell of the progress being made on the new store of Younker Brothers, Des Moines, Iowa, where he has been display manager since he left New York.

Among recent visiting display men were Mr. Larkin, of Hetch Bros., Washington; Jack Boyce, The Rosenbaum Co., Pittsburgh; Mr. Nichols, R. H. White & Co., Boston; Mr. Ryan, The Sweeny Co., Buffalo, N. Y.; and Mr. Toy, of Oppenheim, Collins & Co., and Jerome A. Koerber, of Strawbridge & Clothier, Philadelphia.

Mr. McLeod, formerly display manager for McCreery, Pittsburgh, was in town in February. He is now in the artificial flower business, in an organization of which he has acquired an interest.

Macy's Blue Display

R. H. Macy & Co. came out in mid-February with the Broadway front in a new shade of blue with a most refined and striking exhibit that was unusually creditable to the house. Though the house had not for a time had a regular permanent head for the department, it was evident that Macy's was not suffering, because of the initiative with which the display men left stepped into the breach. In fact, it might be said that the decorative department was

running, to take a historical parallel, under a "regency," with Messrs Malet, Powers, Park, Benny Harris and others whose names do not come to mind moving right along and delivering the goods, each man with his accustomed work and skilled in his specialty. Mr. Malet has previously had charge of the department, and was in temporary charge. Mr. Powers has been assistant under several chiefs. Both these men are getters of good results, and they have several good men with them, some of whom have been at Macy's for some years. Mr. Harris is a newcomer, having recently been in charge of the Lansburgh windows in Washington, and previously assistant to Mr. Waldron at Loeser's, Brooklyn. But to return to that dainty blue front. All the merchandise, furniture, millinery and women's wear shown were in this hue throughout, with gray carpet and background in all windows. Silks were shown in one window, draped over chairs and fixtures. In the next, laces were shown over the same blue silks, in the piece and in the gowns. Misses' dresses, women's dresses, girls' dresses and lingerie were featured in as many windows. In each of them a chair, floor lamp, or table and mirror assisted the furnishings or were useful as aids to display. A pair of long gloves on chair or table added a touch to several windows.



DISPLAY OF GIRLS' DRESSES BY W. A. MALET FOR R. H. MACY & CO., NEW YORK.

This is a very simple and pleasing display that had a similarly treated window showing clothing for small boys. The girls' dresses shown in this window were all black and white in the same design. Two tall turned wooden candlesticks, a vase of appropriate flowers on a pedestal and a potted

fern were all the decorations used with the exception of the picture hanging on the background. Two children's chairs and a bench added to the effect. The chief charm of this display lies in its simplicity and the clever handling of the merchandise. The background and floor were in a light grey.



DISPLAY OF RIBBONS BY L. E. WEISGERBER FOR LORD & TAYLOR, NEW YORK.

This was an unusually handsome display of ribbons, the showing of which was enhanced by the three attractive stands through which they were draped. Alternating with the drapery stands were two tall pedestals surmounted by flower

receptacles that held large bouquets of dainty flowers. The skillful knotting of some of the ribbons into rosettes and bows added to the display. A grille design of a geometrical character was fastened to the middle of the background.

In the space between each window was a large and gracefully grouped collection of flowers. The reader can visualize the effectiveness of the long stretch by imagining all this merchandise, furniture and fixtures in the same blue, relieved by an occasional dash of other harmonizing color. This is another demonstration, as noted already at Wanamaker's, of the strength imparted to a stretch of windows by having a single idea persist throughout the entire length. Mr. Malet has since been appointed head of the Macy display department, and Victor Hubert, who was originally a designer, with experience in Paris, has been selected as his assistant.

Washington's Birthday Display

As a recognition of Washington's birthday Mr. Weisgerber had in a chaste colonial window—a reproduction of a room at Mount Vernon, with table and chairs of the exact period and oblong colonial rag rugs, a fine picture of George Washington and a wax figure of Martha Washington in costume of the time. Most of the remaining windows were devoted to women's and misses' apparel, one noted feature being the wide and longer skirts, which are a growing tendency in the most approved spring styles. There was a "jade window" with a Chinese

tree bearing silver leaves and jade-colored branches and apple-sized fruit. The merchandise was jade colored jewelry and gowns and accessories. The previous week a fine display was noted of dresses and accessories, each window featuring a separate hue. One was in purple, with a superb evening gown, with a wide and longer skirt, heavily trimmed with puffing, gold gimp and lace. The bodices of dresses along this stretch showed much closer fitting bodices, which is looked to be a style that will make good. One window had a setting of a beautiful light green hue—chair, hat, floor lamps with green shades, etc., furnishing a fine background to the central figure of a maid in a simple but rich dancing frock all in the contrasting hue of red, leaning against a dark oak table, above which hung a mirror. To right was a large glass case containing fan and other accessories in the main light green shade. This window was much admired by throngs of passers-by. The corner window was devoted to exploiting of the Hoover European relief fund, with signs, and central figure of an Eastern woman in all-black of mourning, with mantilla, and whose head was bent in sorrow—very effective.

Mr. Frankenthal, of Altman's, spent several week-ends in February at Atlantic City. Mr.



LINGERIE DISPLAY BY E. MUNN FOR FRANKLIN SIMON & Co., NEW YORK.

The display of French lingerie shown in this display is notable for the simplicity with which the garments are arranged and the clever manner in which the small toilet requisites have been introduced. It will be noted that nearly every garment is shown over an enameled wooden T-stand most of which are different in design or proportions. The

background decoration of this window is a Clara Scovill Patch poster in which the picture is fashioned from appropriate materials of different kinds. Another feature of this window is the large vase filled with flowers and foliage in delicate tints. The floor and background of this window are gray.

Frankenthal has received a pressing invitation from Mr. Wendel to demonstrate some of his drapes next summer at the convention in the Twin Cities, and he hopes to be able to do this and is giving the plan much consideration. The latest Altman event was the "dressmakers' opening" early in March, where imported and domestic gowns of highest type were shown in a setting on the fifth floor beautifully arranged and decorated by Mr. Frankenthal and his assistants for the purpose.

Gimbel's Displays

Mr. Hopkins, at Gimbel's, made elaborate preparations for the millinery and ready-to-wear opening, to be held March 4 and succeeding days, with these departments finely decorated, and the atmosphere of the event pervading the whole house. Mr. Hopkins, who has the store workmen under his charge, was busy last month looking after the progress of laying the new main floor in Tennessee marble tile, which will take some time longer, and in relocating some of the departments on the same floor. He has been devoting much attention to the

display of silks, in connection with National Silk Week. He secured five of the prize-winning displays at the recent Silk Show, and showed them very successfully in a large portion of the main floor, the only one of the store high enough to properly accommodate these ambitious exhibits. This showing began February 23, and ran through to the end of Silk Week, March 5, and the back half of the store a notable bazaar that attracted throngs of visitors. During Silk Week there was a generous display of silk fabrics and of made-up gowns in the Sixth avenue windows.

The new Display Managers' Club of New York held their February meeting on the 28th in the Bush Terminal building on Forty-second street. Secretary Jones reports that the list of charter members has been closed and now stands at 77, a fine aggregate of display men and assistants from all over the Metropolitan district. Treasurer Vosburg having moved to Baltimore, a successor will necessarily be chosen, Mr. Jones acting in that capacity in the meantime.





DISPLAY BY JOHN C. MACKEY FOR M. RICH & BROS. CO., ATLANTA, GA.

This was an opening display intended to impress style and quality rather than to show merchandise. Near the middle of the window was shown a single figure seated on a settee placed on a handsome Oriental rug. A rich tapestry was

hung on the background and a cluster of foliage was shown in one corner. Back of the bank of foliage was a large mirror ball which revolved slowly. Two hats were shown in addition to the costume.



AN INFANTS' WEAR DISPLAY BY HUGH SMITH FOR BOESCH CO., BURLINGTON, IA.

The Children's Barber Shop

THE Children's Barber Shop has grown to be a real factor as a business getter in many stores. Youngsters must have their hair cut and mothers prefer to take them to the shop in some store where they trade rather than to an ordinary barber shop. Or, possibly, the children's barber shop in the department store gets the business because it advertises for it—and the ordinary barber shop does not. At any rate, many stores that sell children's clothing are finding it profitable to install kiddies' hair cutting shops. In connection with this article are shown photographs of two window displays that were put in to advertise the installation of special equipment to make hair cutting attractive to the youngsters. Chairs built in the form of hobby-horses answer that important purpose.

The larger picture shows a window of the Strauss-Hirschberg Co. store in Youngstown, Ohio. "Barber Bill," an expert tonsorial performer, dressed in a red jacket and white trousers stood at one of the special hobby-horse hair cutting chairs and trimmed the hair of dozens of youngsters. As soon as a child had his or her hair trimmed, the girl at another chair curled the hair and made a good job of

it. No charge for this service was made and there was no trouble in getting subjects who made a big event of the performance. The children and their mothers were interested and the general public was delighted with the window filled with kids waiting their turn at the hands of "Barber Bill." This window was planned and arranged by Morris L. Black, display manager for Strauss & Hirschberg Co.

The smaller photograph shows a different kind of a display put in to advertise the new barber shop for children only that has just been put in by Parker-Bridget Co., Washington, D. C. This is an L-shaped window, the front of which is five feet, eight inches long and the depth five feet. The side is seven feet, six inches long and three feet, six inches deep. The front explains itself in the photographs but the side is foreshortened in perspective which has eliminated a barber's table with a mirror and fully equipped with all the customary utensils. This window attracted much notice and caused a lot of comment. It helped to keep the barber shop busy from the start.

The special hair cutting chair was placed in the middle of the window with a wax figure dressed



DEMONSTRATION TO ADVERTISE STROUSS & HIRSHBERG'S CHILDREN'S BARBER SHOP.



BY RAY WILLIAMS FOR LOVEMAN, JOSEPH & LOEB, BIRMINGHAM, ALA.

Here is an attractive arrangement showing dress goods with suggestions for appropriate trimmings and an idea of how the materials can be made up. At the right is a drape made over a full form and the surplus material is carried from the back around to the high stand at the left. A brightly colored papier mache parrot placed on a tall standard holds the goods and trimming gracefully in place.

as a barber, in attendance. In the seat on the horse was placed a child's figure covered with an apron and all ready for the amputation of his curls. In the foreground of the window was placed a colored photograph of the modernly equipped barber shop with five special chairs especially built for this purpose. Another colored photograph showed the children's playroom which adjoins the barber shop. The poster in the background was a water color painted in full color. Playthings from the playroom were scattered about the floor of the window.

These two displays interestingly illustrate the practical results the merchant expects from his window. When he puts in a new department he introduces it to the public first through his show window. It is likely that these two displays created more interest and brought better results than could have been accomplished through several times their cost spent upon newspaper advertising.



THE PARKER-BRIDGET CO. DISPLAY.

Public Utility Displays

PUBLIC utility corporations such as gas, electric light and water companies are coming at last to a realization of the value of the window display space they had been neglecting for so many years. In almost every big city the electric light and gas companies are now putting to excellent use valuable window space that once meant nothing to them. Demonstration of household utilities is a favorite means of using window space by many gas and electric companies. These demonstrations are

a gas lamp of a new kind that are being introduced by the Detroit City Gas Company. In this connection it may be stated that his corporation fully appreciates the value of good window display and does not hesitate to spend whatever may be necessary to get the desired results. As a consequence the Citigas windows are always interesting.

The Handel Lamp window was a novel and pleasing display that was planned to give the general effect of a small stage. This idea was carried



BY W. GUY WARNER TO ADVERTISE A GAS LAMP

not only resultful in the way of general publicity but they also produce ready sales. Another class of displays made by these corporations are what may be called "picture" windows or those which tell a story that may be caught at a glance. Such windows are generally more or less spectacular and are designed to catch the eye and force attention.

W. Guy Warner of Detroit is an adept at this kind of display. Examples of his work in this line have been shown in previous issues of this journal and two interesting specimens are illustrated in connection with this article. These displays were designed to advertise an improved gas heater and

out admirably by Mr. Warner. The background was of delft blue velour curtains, gracefully draped and drawn back by huge silk cords and tassels. Back of the curtains was a hanging of black velour which gave the effect of absolute darkness and furnished a positive contrast for the cut-out figure of the clown who was posed as though juggling the lamp on his foot. The lighted lamp shade in delicate pastel tints stood out beautifully against the midnight darkness of the black velour. At either side was placed an immense representation of a lighted candle in a candle-stick. These were cut from wall board and carefully painted. The



DESIGNED BY W. GUY WARNER TO ADVERTISE A GAS HEATER

figure of the clown was also cut from wall board and finished in bright poster colors.

Of course, all this was to show a single lamp with a show card, yet the way of doing this won a lot of notice and made an impression that was proved in the sale of lamps. The rich curtains, the polished floor and the grotesque attitude of the clown, all combined to create the impression of "Here is something out of the ordinary—what's it all about?" That was the object of the setting.

The other display by Mr. Warner showing the interior of a room is of an entirely different character. It was intended to feature a gas heater primarily and the same lamp shown in the other picture, as a secondary exhibit. The interior was finished up in a workmanlike way to represent an ordinary room with a big fireplace in which was installed the chief object of display, the Radiantfire gas heater. Seated at one side of the fire in a characteristic pose was a picturesque young lady warming her feet.

This display was especially attractive at night, as the only illumination came from the lamp, the fire and concealed sources. The fireplace was illuminated from a concealed red light above. A red spot light shone on the cut-out figure of the girl, making it appear as though the fire was lighting up her figure. The lettering on the sign was also illuminated so it could be read at night. Through the

window could be seen a cold, snowy street scene, which added to the coziness of the interior.

This whole setting told a story—not elaborately nor too ornately, but as simply and directly as possible. That is the way a story should be told in a window. It should be so simple that no one can be in any doubt as to its meaning.

There is an important future for this class of window advertising. It is a kind of advertising that will be used more and more as years go by and the real value of the show window becomes better appreciated by the general advertiser. Not only will public utility corporations make more of their displays, but banks, real estate and investment houses will make displays regularly. The national advertiser will use display windows far more in the future than he has in the past and there will be a big future for the man who really understands the principles of window advertising, not as it is used to sell merchandise directly as it does for the retail merchant, but as it may be used to illustrate some idea connected with a nationally used product.

Unquestionably, the same rules that apply to other forms of advertising apply with equal force to "picture" window advertising. The "picture" window must really tell its story. It must tell it at a glance and without the possibility of misunderstanding. This phase of window display is one that is worthy of careful study by the displayman



MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

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"The Window Trimmer and Retail Merchants
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March, 1921

Lingerie Displays.

DURING the past two or three months there has been a lot of silly twaddle in some of the newspapers in various cities on the Pacific Coast concerning the "morality" of the displayman in exhibiting corsets and lingerie on wax figures in his show windows. Under the caption "*Window Displays; Are They Indecent or Funny?*" the following inane remarks appeared in the *Sacramento Star* recently:

"Are Window Trimmers Immoral?"

It's a problem that must be solved if the race is to be saved and the eye-sight retained. Some think the window trimmers are; others say no.

Window trimmers of downtown department stores are encouraging immorality in Sacramento is the belief of some. Undraped manikins or womanikins that grace win-

dow displays of corsets and lingerie are unfit for domestic eyesight. Mothers are said to be afraid to take their children on K-st because they are afraid they will be scandalized by the sights. It is the undraped figures that start many on the primrose path of unrighteousness it has been said.

"The immorality encouraged by some of our window trimmers is appalling," says Rev. Mary M. Bowen. "If I had young children I wouldn't know where to take them down town. The sights on display in downtown windows make me turn my head for fear of seeing them. They are indecent."

"They are laughable," says Assemblyman Percy G. West. "I saw a window trimmer carrying a woman dummy across the street the other day and he certainly got the laughs."

Window trimmers are charged with being careless in permitting undraped dummies to stand about in windows for whole days at a time.

"I shut my eyes," said Miss Edna Stangland, secretary to Will C. Wood, state superintendent of public instruction. "It's been so long since I thought about such things, they never bother me," comments Will C. Wood.

Jos. H. Quire, state law librarian, believes that the carelessness of the window trimmers is beneficial. "It is probably helping to revive the almost-lost art of blushing," says Quire. "I never have to go to a so-called girl show any more, however, as the window displays are sufficient."

C. A. Grissell, manager of Loew's State theater, has a novel idea. "If the sights in the windows bother you, why not wear smoked-glasses and blinders?"

"Why kick about the window displays of corsets and lingerie?" asks Alex Kaiser. "Why not object to the drawings in advertising?"

"If the ladies object, cut it out," says Jack Lynn, Rotarian. "I can't see why the men should object." Anyway, the crowds on K-st. get thicker every day. Possibly there are other reasons than the lingerie and corset displays.

Art Strader, artist, in a downtown building, says a display in a window opposite his studio diverts his mind from his work. "And there is nothing artistic about it," says Strader. In the meantime, the pedestrians are stepping on each other on K-st. and the oculists are reaping the harvest.

There are some stores in which there is a rule against the display of lingerie with wax figures but these stores are in a small minority. Most merchants very sensibly regard lingerie as they would any other merchandise and display it in their windows just as they would suits, millinery or any other line of goods—to its best advantage. If wax figures will help, the figures are used, either in the show window or in the equally public lingerie department.

Of course this is just another of the silly controversies that are being constantly brought up by newspapers of a certain type, abetted by some of the high-brow purists who are always glad of an opportunity to "reform" someone. Manufacturers of wax figures may congratulate themselves that their work is sufficiently lifelike to have started such an argument.

Our Roll of Honor

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers: petition. Awards for 1921 have been made as follows:

John C. Mackey, M. Rich & Bros. Co., Atlanta, Ga.
 N. Dourekas, Morums Oriental Stores, Ltd., Cairo, Egypt.
 E. F. Swank, Louis Bischof, Crawfordsville, Ind.
 C. B. Clark, E. B. Douglas Co., Miami, Fla.
 Raymond H. Osborne, A. A. Dowds D. G. Co., Mt. Vernon, Ohio
 Earl H. Wells, Townsend-Vebenhein Clo. Co., St. Joseph, Mo.
 Richard Montgomery, The J. K. Gill Co., Portland, Ore.
 Chas. R. Graves, Tompkins D. G. Co., Middletown, N. Y.
 Leo A. Ball, Klein Merc. Co., Beatrice, Neb.
 Milton Hartman, Brager's, Baltimore, Md.
 Louis F. Cohen, Parker-Bridget Co., Washington, D. C.
 H. Daniells, Cribb & Foote, Ipswich, Australia.
 J. E. Lafferty, J. M. Kaufman & Co., Champaign, Ill.
 Ross O. Comingore, Shriver-Johnson Co., Sioux Falls, S. D.

Readjusting Prices

MOST retail advertisers have more or less to say as to revised prices and their reasons. Capper & Capper, Chicago's high-class men's wear store, has been running a note on this subject at the top of advertisements for several weeks. Here it is:

We realize that it has become not a question of whether merchandise sells at a profit or at a loss—the profit of the individual is of small moment where the welfare of the multitude is involved. The clearing of shelves has become a public duty—shall I say a patriotic duty?—so that future purchasing may be done, to the end that the industries of America may not become stagnant.

CLIMAX DAY is the last business day every month at the Emporium, San Francisco. It is a day of sales and savings which include all odd garments, remnants and short lines specially priced. It also includes special purchases made to make the day a success. This event is well planned and well merchandised and has been in force in this store for nearly two years. Every department participates in Climax Day, upstairs and downstairs alike. The fact that Climax Day is a bigger success each month indicates that the shopping public approves of the idea.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
 Joseph J. O'Brien, Cleveland, Ohio

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.

MONNIG'S MIRROR is the name of a little monthly house organ published for the employes of the Monning Dry Goods Co., Fort Worth, Texas. It is edited by Garnett B. Clarke and contains in every issue a lot of interesting and instructive matter of interest to everyone connected with this store.

Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Wax Figures. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Wood Carvings. |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Name

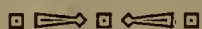
Address

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.



How to Write Retail Ads

This is the third of a series of articles covering the fundamental principles of advertising for the retail merchant. In the articles that follow every phase of this work will be described and illustrated fully including type and illustrations



EVERY writer of advertisements should have a general knowledge of display type faces and the names by which they are designated. As there are hundreds of different kinds of faces it would be a difficult and useless job to attempt to learn the names of all of them. It is a big help, however, in the writing of an ad, to be able to specify exactly the faces that are to be used by the printer in setting it up. In ordinary work, if the ad-writer knows a dozen different kinds of the most commonly used type, it will be sufficient to meet nearly every requirement of newspaper advertising.

Manufacturers of type, or type foundries as they are called, publish elaborate volumes showing the numerous type faces and these books will be found interesting to the student but hardly practical for the beginner, as much of the information contained is not likely to be of use owing to the fact that few printing offices carry more than a few of the faces illustrated in the books.

In most printing offices will be found sample proof sheets showing the faces of types available in that particular office, and one of these sample type sheets will answer the requirements of the advertising student. It will teach him all the names and sizes of the type that are necessary to begin with.

Many styles of type are made in both bold (or heavy) and light faces as well as in italics. This enables the compositor to secure a variety of effects without introducing too many styles of type. It is considered poor form to use several styles of type in a single ad.

Many of the metropolitan department store ad-men adopt certain styles or combinations of type which they continue to use year after year. This style, after long use, becomes associated with the store that uses it and people recognize the ads without looking for the name. If the style is a good one, there is a certain advantage in sticking to it, as it thus grows to be a kind of trade-mark. Some of the display type styles that the beginner should familiarize himself with are: Caslon, Cheltenham, Gothic, Antique, Post and a few others. These faces are widely used in newspaper advertising and they will serve for the foundation of the embryo

ad-man's knowledge of typography. He will naturally add new styles to the ones mentioned as his experience with typographical composition progresses. In the following paragraphs are shown some of the most commonly used faces. The first line of each paragraph is set in "caps;" the second line in "caps and small caps," the third line in upper and lower case and the remaining lines in lower case letters:

CASLON OLD STYLE
IS A CLEAN CUT AND EASILY
Readable Type That Is Much
favored by advertising men.
This is an excellent face for
announcements and for de-
scriptions in 10-point or
larger. The smaller sizes
are less easily read.

THIS IS CASLON ITALIC
WHICH IS GRACEFUL IN AP-
pearance and Easy to Read.
It is used extensively for in-
troductory announcements
and also for smaller headings
scattered throughout the ad.
This face is used with good
effect in circulars.

THIS IS CASLON BOLD
WHICH MAKES A HIGHLY
Satisfactory Type Face for

headlines and captions. It stands out strongly but has a graceful and finished appearance that pleases the eye and fits in well with any kind of illustrations.

THIS IS CHELTENHAM WIDE. WITH THE REMAINDER OF The Cheltenham Series This is perhaps more widely used than any other type face for newspaper ads. It is a good readable face but lacks the artistic character of the Caslon series.

CHELTENHAM BOLD ITALIC IS THE FACE USED IN This Paragraph. This Makes an excellent type for newspaper headings in combination with body matter set in the lighter face Cheltenham. It is a type that prints especially well on rough paper.

THIS IS CHELTENHAM BOLD WHICH WILL BE FOUND In Nearly Every Printing office in a wide range of sizes. For this reason it is a type that will generally be used by the printer if another style is not specified by the ad-man.

STANDARD GOTHIC, IN WHICH THIS PARAGRAPH IS

Set, Is The Boldest Type at the disposal of the ad-man. This was once used more widely than at present, the idea being that the blacker the type was, the more attention it attracted.

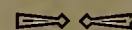
All of the foregoing type styles are made in condensed or narrow letters and extended or extra wide letters. The condensed type was used to get as much display as possible in a narrow space and the extended was intended to make a big showing when the perpendicular space was limited. The following lines show the proportions of the different styles:

REGULAR GOTHIC CONDENSED GOTHIC EXTENDED

It would be an easy matter to fill a good sized volume with different examples of type faces but this would only confuse the student and not be of much practical assistance. The best way to study type faces is to get from the printer who sets your ads a proof sheet showing the styles and sizes he uses and this sheet can be consulted when copy is being prepared. It will also be found that the printer is glad to furnish information as to type and composition, as this will relieve him of a good deal of the work of laying out ads.



A DISPLAY representing the Grand Canyon of the Colorado, designed by H. J. Chadwick for the Penn Traffic Company, Johnstown, Pa., attracted so much admiration that the interested crowd pushed in the glass and part of the display was demolished. Aside from this accident, the display was remarkably successful.



HAVE clothes pressed before putting them in the window. This applies to inexpensive as well as costly garments. It should be remembered that one well pressed suit in the window may make a dozen sales, so the trouble is worth while.



IN SHOWING men's wear, such as suits, shirts, collars, etc., the smaller sizes generally look better in the window than the larger ones. For this reason most displayment select 36 coats, 14½ shirts and small sizes in gloves, etc.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



Tweed Sport Suits, Smart Models for Town and Country, \$50-\$65.—To meet the demand of the fashionable woman, exceptionally good values in suits, made of sturdy quality, all-wool, imported and domestic Tweeds that will give splendid service. Trim coats of jaunty cut, youthful in the well-modelled lines of the back and particularly good-looking with their notched collars, unusual pockets and narrow belts, silk lined throughout. Tans, browns and blues, light and dark shades.

Looking Toward Summertime, Some Excellent Values in Cotton Dress Goods Are Featured.—When such fascinating fabrics as dotted Swiss and embroidered voiles are so specially priced they are more than ever irresistible. Those now preparing for Southern trips will find much of interest here. And the many who like to do their Spring and Summer sewing early will feel it none too soon to be picking up dainty materials, especially at such alluring prices.

Suits Reflecting the Freshness and Beauty of Spring in their Color and Splendid Tailoring.—Style and comfort were of chief consideration in the designing of these Suits of Tricotine, some with dainty embroidery and trimmings.

Misses' Suits and Frocks.—Youth and the smart preferences of the debutante are the inspiration of this new showing. Dashing lines in tailormades and debonair little box-coat models accent the slender grace of the young figure. Quaint, dainty 1830 features transform Dresses in picture Frocks—with panniers, puffs and bustles. All the popular fabrics and Spring colors. \$35.00 to \$225.00.

A Fresh Importation of Paris Millinery.—Scarcely unpacked from their foreign cases, the waterproof wrappings removed to give us a first glimpse of them, they stand revealed in all their beauty—the newest hats from Paris. Inspired by the vision of a French artist, created by the deft fingers of a Parisian, every hat in this section was designed with one person in mind, the American woman who was to wear it. And every hat stands out conspicuously for an authentic style note; a new color, a novel fabric, a quaint shape or an original trimming, some particular note that appeals to the highly sensitized tastes of the modish American woman. Prices are very moderate.

Women's Tailleurs.—Many and alluring are the new ideas in the Spring Suits that make selection a delight. Mannish tailored Suits, novelty Suits, embroidered, braid-bound, with slit panels, flared cuffs, semi-fitted effects, or box-coats opening from the neck to show smart gilets—all developed in Picotine, Twillcord, Tricotine, Poiret Twill; sports models in Homespun, Tweed and Jersey. \$35 to \$225.

Women's Dresses.—New and unusual notes of elegance appear in both street and afternoon Frocks—such as English eyelet embroidery applied to Tricotine, Chantilly lace with taffeta, decorative motifs and medallions of self-ruching, embroidered effects and lace. Canton Crepe and Georgette in

straight effects, but Taffets frankly bouffant with panniers, puffs and flounces. \$55.00 to \$250.00.

Gay Spring Styles Ready for Easter.—With Paris openings earlier than ever, and Easter due in March, the season's smart tendencies are so well defined that we are able to present an unusually complete and authentic forecast of the Spring modes. Women will welcome the fresh charm of the new apparel—and every latest, loveliest novelty for the Spring wardrobe is at a lowered price scale of appealing moderation.

Both Capes and Coats to Be Worn This Spring.—Whether you've decided what you want in the way of a Wrap, or whether you've waited to be convinced by new models, this collection holds in store a delightful revelation. Aside from the beauty of the styles and materials, you'll find that gratifying reflection of your own discriminating taste and refinement—the same exquisite attention to detail and tailoring found in custom made apparel.

What Simplicity Means in the Newest Suits Told in a Story of Slender Lines and Effective Trimming.—As long as Fashion rules, a slender silhouette, the tailleur, whose trig lines give that desired, svelte appearance will continue to be a favorite street costume. This slimness of the newest Suits is accentuated by an artful simplicity of line and a pleasing use of trimming. Solid stripes of stitching and bias bands of the material assist in the exquisite tailoring of the Suit of poiret twill sketched on the right, \$95. In center is Suit of tricotine, handsomely embroidered—in wren, navy and black. Iridescent beading in squares enhance the charm of the smartly tailored tricotine Suit on the left, \$85.

Fashion's Latest Spring Hats with a French Lilt.—Paris herself created many of the modes, and inspired them all—and Paris-popular modes will be Chicago-popular, once Chicago women "try on" these chapeaux. Picture hats and turbans—the former with a droop to the brim, a sweep to the plume; the latter with a rolling curve. Included are models adorned with wax flowers—very new and chic; also ultra-smart styles in glycerine ostrich. \$25 to \$40.

A Touch of Lace Lends Charm.—Collar and Cuff sets do much to give your frock a new and fresh appearance. A suggestion of lace always lends a charming touch to costumes and especially when Spring comes 'round its freshness and daintiness are most desirable. Pattern laces, copies of Venetian, Irish and filet, may be had in assorted patterns and styles. Special offerings are the Collar and Cuff Sets at \$2.75 to \$3.75. Separate Collars in tuxedo style, specially priced, 65c to \$3 each.

Crisp New Tub Blouses in Smartly Tailored Styles, \$8.50.—One knows instantly that these blouses are for springtime. For they are fresh and lovely, as spring blouses should be. Of Imported Dimity daintily fine—the frills are in a material checked in blue or tan. And by the cut of their collar one

knows these blouses are especially designed for this spring's tailored suits.

Ginghams and Other Fabrics.—The Gingham Exhibit in progress presents a wonderful display from foremost American and European looms. A variety of unusual and beautiful patterns is here for selection. 38-in. Imported Gingham, in many attractive color combinations, is a specially priced feature during the Exhibit, yd., 40c.

Paris Hats Are Beguilingly Lovely.—Their exotic colors—daringly gay or exquisitely delicate in tone. Their quaint turn of a brim, abruptly off the face, gently rolled in back or drooping gracefully over the eyes. Their fabrics of rare fineness, originality and charm, and their trimmings as infinite in variety as the passing fancies of a woman. All these you will find when you see the newest arrivals in the French Room—and much more besides. They are not, strictly speaking, Summer hats, yet by the same token they are not products of Winter. Rather do they possess an insinuation of each, which marks them as the golden mean—the entirely appropriate and satisfactory hat for present-moment wear.

Women's and Misses' Spring Suits—Unusual Values at \$85.—These suits represent the very best of the newly launched fashions. Women who prefer to limit their suit expenditures to this figure are practically certain of successful selection from this group. For the variety of styles is limited only by the mode itself, and every fabric is included, which makes the unusually interesting pricing doubly worth while.

Certain New Wool Skirts, Uncommonly Smart, Are Priced \$20.—They are among the newest arrivals as their smart styles testify. They emphasize most delightfully the fact that there's always the newest in color, fabric and detail to give variety to choosing, when one selects here.

Very New Are These Frocks for Misses, in a Special Presentation at \$39.50.—Frocks that are altogether fascinating in the quaint styling—one model daintily fashioned of lustrous taffeta in black, navy and brown; displaying a pointed bodice and new wide skirt festooned in ruffles. The other model is made of Canton Crepe with youthful blouse waist, elaborately trimmed with long gold beads, gilt thread embroidery and contrasting color self fabric. Sizes 14 to 18 years. In brown, navy and black combined with jade, rust, honey dew and silver gray.

What's More Certain Than the Certainty of Uncertain Weather?—Let's underwrite your rain risk with one of our Rogers Peet rainproofed Scotch Mists. Fairweather overcoats of rich mixture cheviots. As smart in the sun as they are useful in the rain. Double duty coats at a single price.

Dresses in Smartest Styles and of Materials so Delightful as to Be a Fitting Companion to Springtime Loveliness.—In Taffeta, Canton Crepe, Poiret. These Dresses bear the stamp of approval and are authoritative of the fashions to follow.

The Smart New Shoes Bring More Than a Hint of Spring.—You can easily tell that Spring is on the way by just a glance at our new arrivals in Footwear. Here are Pumps and Oxfords in a smart variety of leathers, and dainty strap Slippers in the most popular shades of satin and suede. There's a certain piquancy about them, a revelation of many little surprising and pleasing novelties, that renders them charmingly distinctive. Shoes so delightful to look at you will find equally agreeable to wear, and no less serviceable.

Women's Spring Frocks at \$35.00.—Frocks that display the newest features of Spring—circular tunics with gay flares, novel handkerchief tunics that combine the full overskirt effect with the slender silhouette. Each seems prettier than the other—developed in crepe de chine in Copenhagen, cherry, black and navy. High lustre taffeta in brown, Copenhagen, navy and black. Sizes 34 to 44.

Sale of 3,200 Boys' Washable Suits—Sturdy, Easily Laundered, and Highly Serviceable—Every One Made Ex-

pressly for Saks & Company, at \$1.65.—Saks & Company carry the largest stock of boys' washable suits in New York, and only because of our immense purchasing power can we possibly present such values as these at \$1.65. The styles are full of originality, very carefully made, and the colors are guaranteed fast. The materials launder with the ease and certainty of a handkerchief, and come in smart stripings, plain colors of navy blue, gray, cadet blue, green and brown in combination with white. Sizes 3 to 8 years.

The Newest Spring Hats Are Fairly Alive with a Charm That Is Manifest in Its Sources.—Brightness of color and daring youthfulness of line are the obvious explanations, but the truth lies deeper still. It goes back to the brain that conceived each graceful shape, and the deft fingers that executed it, giving the brim an artful twist, or cleverly placing a bit of trimming—in short, to the artist who designed the charming hats in this comprehensive assortment. Prices are universally moderate.

Newest Footwear.—A costume, no matter how perfect, may be made or marred by the shoes one wears. This is particularly true this season when shoes of tan or gray suede are so much in vogue. Many new and delightful styles are shown, including combinations of leathers which are decidedly smart. Footwear, therefore, plays an important part in our showing of spring attire. Pumps of gray suede with Louis heels and trimmings of patent leather are an interesting variation. \$11.89, tax 19c.

Navy Blue Woolens, Desirable Fabrics, at a Very Low Price, \$2.85 Yard.—Fine Wool Velour and Soft Costume Serge in that eminently practical color, navy blue. Appropriate for a multitude of uses—skirts, dresses, suits and coats; 54 inches wide. A worth-while value for the thrifty woman.

Blouses of Distinction.—As an intimate, and the most feminine part of a spring suit, a blouse must be soft and becoming and delightfully new. Many blouses such as these have come to us—some are domestic, and others are late arrivals from Paris. Blouse of pearl gray crepe de chine trimmed with gray silk braid and jet buttons. A distinctive note is the peplum, which is of gray crepe de chine in back and navy blue charmeuse in front. This model may also be had in rust. Sizes 34 to 46. Illustrated. \$21.74, tax 68c.

Boys' All Wool Suits, Formerly Up to \$18.50, at \$9.75.—There are only about two hundred of these Suits, a collection of several small lots that are broken in sizes, so all sizes are not to be had in every lot, although all sizes—from 7 to 17 years—will be found in the gathering. All are full lined, have extra pockets, reinforced at all points of wear and tear, and are so cut and made as to allow plenty of room for the boy to have plenty of play for both legs and arms. Choice of many sturdy fabrics in scores of patterns and colorings. A very unusual money-saving opportunity.

Remnants of Dress Goods, Including All-Wool and Wool-Mixed Fabrics.—The extensive assortments of wool and wool-mixed fabrics comprising these groups emphasize the importance of this sale. One may choose velours, velours plaids, and serges, in many weights. Lengths range between 1½ to 6 yards. Widths vary from 42 to 54 inches. These remnants are priced, the yard, according to quality, at 95c, \$1.45, \$1.75, \$2.25.

White Flannel, Attractively Priced, 75c.—It is a long time since we have been able to offer 34-inch Flannel at anywhere near this price. The quality is recognizably good and will be appreciated by mothers who make their children's undergarments. In consideration of those planning wardrobes for the South it may be suggested for sports blouses. It is also very desirable for infants' layettes. There are many other excellent qualities in White Flannel to be had in the Section at especially moderate prices.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

POSITIONS WANTED.

—Young man, single and good character, ambitious and willing worker, desires change. Has had five years' experience in the display field, making a specialty of Women's Wear. Location on West Coast desired. Can furnish best of references as to ability and character. Address M-15, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—A first class display man, ambitious, can trim stocky as well as artistic windows, can do scenic painting for back-grounds; all kinds of sign work, a speedy as well as artistic show card writer. Married, three children. Would like to connect with a progressive department store, in need of a permanent display man who has executive ability and can handle this department satisfactorily. Can furnish best of references. Address M-16, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Experienced Display Man and card writer desires to change location in near future. Dry Goods and Ladies' Wear, or Department Store preferred. Commercial illustrator and scenic artist. Married, and can furnish first-class references. Only the best of firms considered, located in northern Indiana, Ohio, Wisconsin, or Michigan. Address M-17, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Very high grade Combination Man, with over fifteen years' experience as Advertising and Display Manager, and card writer. Has won several International prizes, one amounting to several hundred dollars. Is familiar with type, lay-out, and can write good business-getting copy. Has had about 25 years' practical store experience. With last employer over twelve years. References as to ability, character, etc., can be furnished. Address M-18, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Competent display manager, with fifteen years' experience in Men's Wear and show cards; married; reliable; with a good clean record as to character and ability, desires to locate with a high-class progressive Men's Wear store, in the near future. Location is no object. Age, 33. Salary \$50-55. Address M-19, care of MERCHANTS RECORD AND SHOW WINDOW.

—Display Manager desires location at once, with either Drug, Men's Wear, or Ladies' Clothing Store (preferably drug). Experienced in all three. Would like position in Connecticut State, if possible. Best of references furnished. Address M-20, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Advertising Manager with 18 years' department store experience desires to connect with progressive firm. Writes convincing, interesting, business-getting copy. Expert on typographical display and lay-out of ads. At present with large department store in growing Pacific coast city. Consider \$4,200 per year to start. Address M-21, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—A-1 Display Manager, Advertising man and Card-writer, open at once for position in modern, progressive department store. Over 18 years' experience. Salary to start \$75.00. Address M-22, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Experienced display man desires position with exclusive Gents' or Ladies' Store. 24 years old; married; eight years' experience. Address M-23, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Young man desires position as window trimmer and show card writer in Pennsylvania or bordering states. Department store preferred. At present attendant the Koester Training School. Address M-24, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—An A-1 display and advertising manager, six years' experience, married, wishes to get permanently connected with a progressive and up-to-date department store or chain of drug stores, on Pacific Coast or middle west. At present employed, but wishes to change. Can furnish best of references, and samples of work on request. Only high class firms considered. Address M-25, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Dry Goods Man wishes to make change at once; capable of managing buying, advertising, decorating and card writing; married; one child; 30 years old; 12 years' experience. A-1 references. Now employed. Salary \$50.00. Address M-26, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITIONS OPEN.

—Wanted—An efficient Combination Man, (Window Trimmer, Card Writer, and Advertising Man) who is familiar with and can handle exclusive Men's and Young Men's goods, and who is experienced for high class work. Good job for steady man. Offers excellent opportunity to build up in this line of work, and for the future. References, and samples of your card work, copies of advertisements, and photos of show window displays expected. Store located in Louisiana. Address M-P, 50, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—Illinois Men's Wear firm is in need of competent display man. \$40 to \$50 per week. Address M-P, 51, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.

—One of the largest department stores in the state of North Carolina desires to secure displayman. Working conditions congenial. New store front just installed. Good salary. Address M-P, 52, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago, Ill.



LAWRENCE N. FREGEAU has resigned from the Gagnon Co. of Lowell, Mass., and is now in charge of the displays of the A. B. Sutherland Co., of Lawrence, Mass.

A. J. A. LEWIS, formerly display man for Herzberg's Department Store in Enid, Okla., is now in charge of the windows of Kahn's Department Store at Tulsa, Okla.

E. H. McKEEHAN, formerly display manager for the Plymouth Clothing Company of St. Joseph, Mo., has left that position to accept a similar one with the National Shirt Shop, Inc., Kansas City, Mo.

PEYTON O. SMITH, who was for five years employed as displayman for M. M. Cohen Co., Little Rock, Ark., now has charge of the windows of Pfeifer Brothers of the same city.

Talks with Our Advertisers

Many Stores Remodeling

MERCHANTS all over the country are planning now for the improvements they will make in their stores during the coming summer. Building that was prevented last year by exorbitant prices of materials and labor will be done this year.

This will create a big market for every kind of window and store equipment and our service department is daily receiving inquiries as to store fronts, lighting systems, and practically everything used in the modern store.

Manufacturers of equipment should take advantage of these favorable conditions and help along the buying movement through the influence of strong trade paper advertising.

Business conditions are becoming fully readjusted and your advertising will help in the restoration of confidence.

Improvements will continue up until the Fall opening season so it will pay to maintain a strong advertising campaign throughout the summer.

YOU can help your salesmen and reduce traveling expenses by introducing your new lines through Merchants Record and Show Window.

Parade Decorations

THE season for parades and outdoor decorations is close at hand and manufacturers of flowers and other decorative material should be ready with catalogs and other advertising matter covering this special line to take care of the inquiries that will soon be coming in. Our May issue will be a special Parade Number and will contain photographs and articles on floats and other outdoor decorating.

While this may seem a bit early we have found by experience parades are usually planned some time in advance and the information is wanted early by displaymen. Get your advertising matter ready to announce your line in our May issue and follow up with ads in June and July.

This business is getting more important each year and it pays to go after it aggressively. So start early and keep it up through the best season. We will be glad to help.

THERE will be plenty of business in 1921 for those who use aggressive selling methods and good advertising. Our Service Department will be pleased to assist you in working out any campaign you may have in mind.

Send us your copy
e a r l y

We can give your advertisement much better attention if we receive it in time just as **you** can get out an order more satisfactorily if you can put it through in the regular way instead of rushing it. Please let us have your April copy by March 22nd.

The Advertising Manager

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.

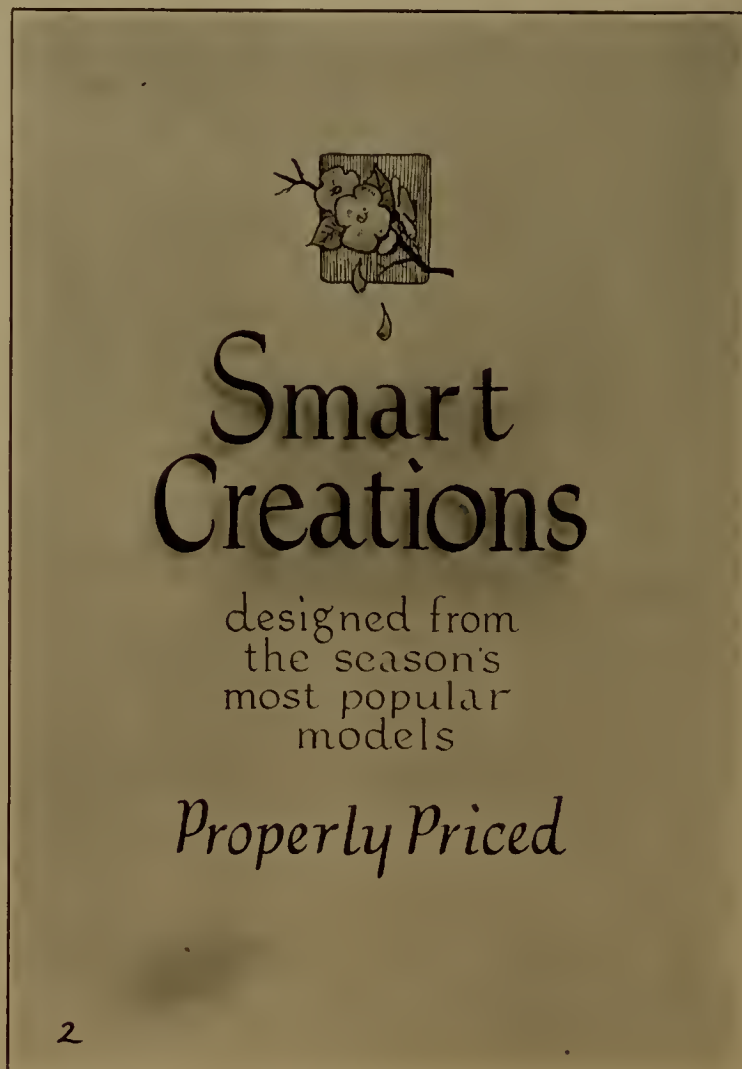


Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

HERE are shown some cards simply but neatly decorated. No. 1 is an eleven by seventeen millinery card. At the top is an apple blossom sketch, colored by air brush—though it can be colored with artist's color if drawing is done with water proof india ink. Many little studies like this are to be found at heads of hand drawn page advertisements in trade journals. A little air brush smoke is thrown around the lettering.

Card No. 2, same size, except sketch at top is more common than blossom sketch. Any person by means of a few good steel pens, some tracing paper and india ink can draw these little designs and color them with telling effect. No.'s 3 and 4, eighth sheets standing, with black panel, white lettering—text pen, music pen and brush work. A flash of delicately tinted circles is shown, done with airbrush; colors used, lavender, green, rose and yel-



The Kind of Men We Train

Thousands of successful Koester Graduates are the very best evidence of what Koester School Training means to you. Here are a few examples of success attained by Koester Graduates:

Mr. T. Guy Duey, President Grand Rapids Display Man's Local, and Secretary of National Association of Display Men. For many years winner of a large number of prizes for best windows in all contests entered. Contributor of editorial articles to Merchants Record and Show Window and Dry Goods Reporter.

Mr. C. J. Potter, for many years President of National Association of Display Men, and Manager and editor of Window Display Section of The Drygoodsman of St. Louis. Chairman of National Committee in Window Displays.

H. A. Fowler, formerly Display Manager for the Great L. S. Donaldson Co., Glass Block Store, of Minneapolis, Minn.

Mr. W. K. Best, Marietta, Ohio. For many years winner of many prizes at window display conventions and in national advertising contests.

Mr. G. A. Smith, formerly instructor of window display in Economist Training School of New York. Now in charge of window display advertising for the largest manufacturer of rubber goods in America.

H. C. Macdonald, with Murray Kay Company, Ltd., Toronto, Canada, and first president of the Canadian Association of Window Display Men.

J. Allyn Dean, Display Manager for the Crescent Department Store of Spokane, Washington.

H. S. Seidenbecker, with Bannon's Department Store, St. Paul, and for fifteen years with Hillman's State Street Department Store, Chicago.

H. B. Minnick, with Anderson Bros. Clothing Store on Michigan Blvd., Chicago, one of the foremost clothing stores in America.

C. A. F. Smith, San Diego, Cal., winner of greatest amount of points for best displays entered in 1919 contest of International Association of Display Men.

R. F. Whitnah, winner of the 1919 sweepstakes prize given by The Merchants Record & Show Window and winner of the second greatest amount of points in 1919 Window Contest of the International Ass'n of Display Men.

Mr. Carl W. Ahlroth of Columbus, Ohio. Probably winner of more prizes for best window displays than any other display men in the country. Invited by Nat'l Association of Retail Clothiers to demonstrate before four national conventions.

15 Years of Teaching

Fifteen years of successful teaching has built up an equipment and experience that give you many advantages over students of only a few years ago. You get nearly 50% more instruction in the same period through more efficient equipment, more space and greater experience of our teachers.

Window Trimming and Card Writing Field Not Over Crowded

There are, according to reliable statistics, one million retail merchants in the United States. The Koester and Economist Schools, in the past fifteen years, have graduated about 9,000 young men in window display and allied subjects. All other similar schools combined may have graduated approximately a thousand. Granting the foregoing to be a conservative

estimate, and allowing one window trimmer for each retail store, the supply is equal to one per cent of the demand. The fact that there are some window trimmers who are not graduates of any school does not materially change our estimate because many of the larger retail stores employ from three to ten men, and even a greater number at times, in their window trimming department.

Get Further Information A careful reading of our interesting and helpful school catalogues and literature will show you how you can become an expert in your work in from four to eight weeks. Every young man or woman in a retail store who is ambitious for greater and more certain success should read this book. Simply fill out the coupon and mail it today.

THE KOESTER SCHOOL

with which is consolidated the
ECONOMIST TRAINING SCHOOL of N. Y.

314 S. Franklin Street, Chicago, Ill.

INSTRUCTION DEPARTMENT of The Dry Goods Reporter, Chicago, Dry Goods Economist, N. Y., The Dry Goodsman, St. Louis, and Pacific Coast Merchant, San Francisco.

THE KOESTER SCHOOL,
314 South Franklin Street, Chicago.

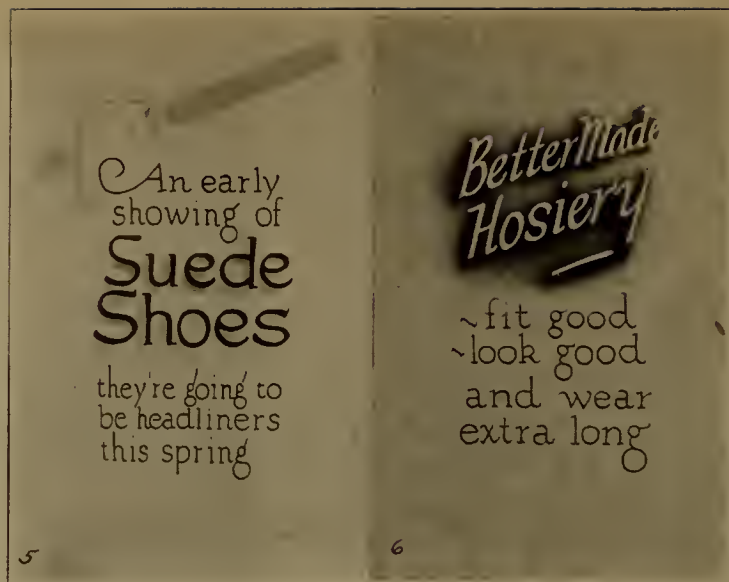
Please send me your School Literature—Free.

Name

Address

Town

State



low. No. 5 shows a coral pink bar across top; pen and brush lettering.

No. 6, mottled card, white lettering cut over black airbrush flash. Brush and speedball lettering are used on this card.

Many inquiries come to me asking what make of brush is best. That is a question I do not care to answer—if I advised a brush that happened to suit one better than the one he had been using I'd be all right. If I missed, I'd be in with a brush maker.

There are plenty of men who swear that a few pieces of galvanized iron wrapped around a few iron pipes set upon four wheels make a perfectly

good automobile—others say they are crazy. Same way with a brush—if it suits you it's all right no matter who made it.

Personally, if I could get a good old fashioned red sable rigger as made a decade ago I'd be happy—incidentally I hope to see the day that an English made lettering brush appears in this country of ours.

My personal opinion is that an Englishman can make a better brush, either artist's or for lettering, than any other workman in the world.

With things beginning to move more freely from foreign climes, I look forward to seeing many new things launched this year for the lettering fraternity.



A LEDGE DECORATION DESIGNED BY A. G. STEN



Celebrated
IMPORTED FRENCH BRUSH
Eight Elegant Pure Red Sable Show Card Brushes

\$8.50 Per Set Every brush guaranteed perfect. They are hand made—Emery trimmed. Money back if dissatisfied.

**HEADQUARTERS
FOR
SIGN-SHOW CARD
SUPPLIES**

100-Page Catalog sent on request. 1921 edition

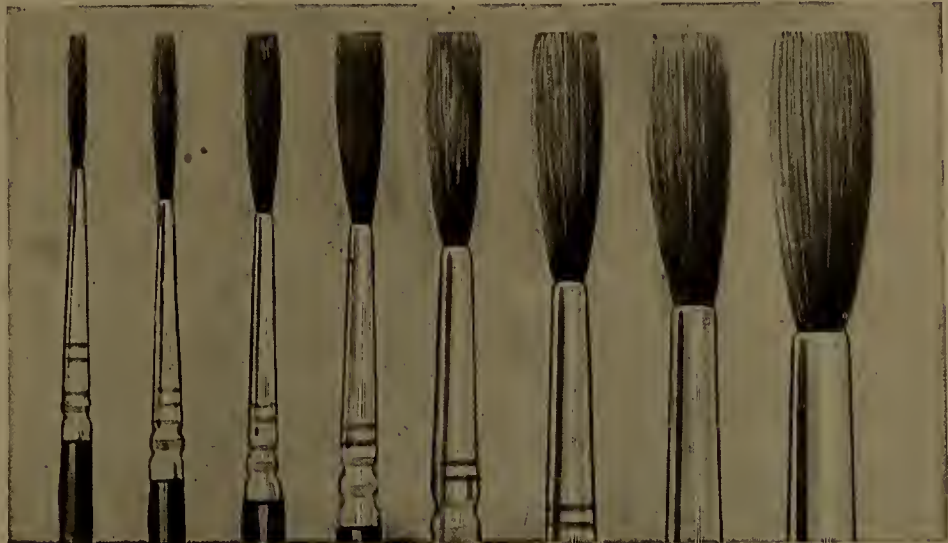
F R E E

with every order of \$5.00 or more from this "ad."

Does a quick, clean job of beveling, stencil cutting. Thousands being sold to card writers everywhere.

Cuts like a razor because it has a razor blade. Interchangeable.

PRICE ALONE, 45c each



| | | | | | | | |
|-------------|--------|--------|--------|--------|--------|---------|---------|
| Size 2 | Size 3 | Size 4 | Size 5 | Size 6 | Size 8 | Size 10 | Size 12 |
| Each. \$.30 | \$.40 | \$.50 | \$.75 | \$1.00 | \$1.50 | \$2.35 | \$3.00 |



Will it Cut? Oh! Boy!!

STRONG'S (Improved) CUTTER

32-inch Blade

Best
Cutter
on the
Market



Adjustable, light and durable. Cuts quick and accurate. Extra high grade steel cutting blades. A handy cutter for the work-room. Always ready for use—simply attach to work-bench or table.

32-inch cutting blade, completely equipped, price each. \$11.50

White Card Board

Size 22x28

DIRECT MILL WAREHOUSE SHIPMENTS

| | Per 100 sheets | Per 50 sheets |
|---------------------------------|----------------|---------------|
| 6 ply coated one side | \$ 6.95 | \$3.95 |
| 6 ply coated two sides | 7.40 | 4.20 |
| 8 ply coated one side | 7.95 | 4.40 |
| 8 ply coated two sides | 8.40 | 4.70 |
| 10 ply coated one side | 8.95 | 4.95 |
| 10 ply coated two sides | 10.45 | 5.60 |

No Charge for Crating—Samples on Request. Prices F. O. B. Warehouse.

Colored Card Board

Size 22x28 — 6-ply Coated
Two Sides.

\$7.90 per 100 sheet lots
4.45 per 50 sheet lots

Furnished in red, pink,
orange, green, or yellow.

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

International Association

of Display Men

First Vice-President

EDW. K. LUMMUS, Holidg's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
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Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mahley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational and Business Organization

Executive Committee

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St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
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man.

Publicity Committee

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Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GORTTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Committee Meets in Chicago

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Well, we arrived alright, alright, but if we previously had the slightest idea that we were in for a nice little Pink Tea that idea was most rudely shattered. Talk about the third degree, and the inquisition all in one and it had nothing on what we went through to satisfy His Excellency as to what we had done, if anything, in regard to this little Convention of Display Men that meets here next July. Oh Boy! there was no side-stepping a-tall. It was come across and come quick and clean. Well, I'll say those two birds are good. They sure got those little things off our chest which I spoke about in short order. It was nine bells A. M. when we met and all that morning we were on the grill. Now, if you know me a-tall you know I just love my eats, so about 2 P. M. I timidly suggested that a little refreshment for the inner-man would not be amiss, thinking of course, what I would order and believe me I could just about taste it. Well, it was ordered alright but not by me. That man from Detroit said in tones not to be denied, "Bring in some ham and. Why waste the fleeting hours in revelry and eats when things of such moment are before us?" So back to the rack, again.

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LET'S GO—'NOUGH SAID.

B. J. MILLWARD,
Chairman Program Committee.



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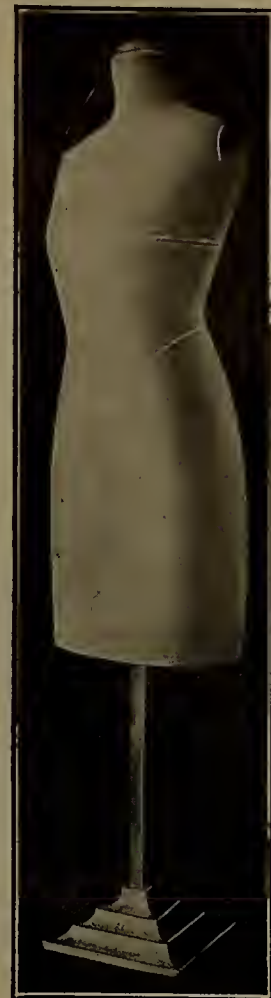
*All the Forms Are
Enamel and Jersey*



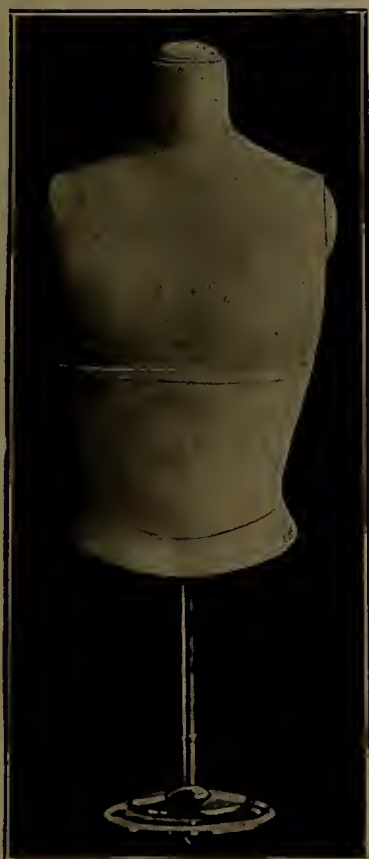
No. 66F/G/D

NO. 66F/G/D
Standard $\frac{7}{8}$ x 30 in., 10 in. B|Base.
Sizes 16, 18, 36, 38.

NO. 66F/G/D—COL.
Standard $\frac{7}{8}$ x 30 in. square, 10 in.
Colonial Base. Sizes 16, 18, 36, 38.



No. 66F/G/D—Col.



No. 75D/G/D

NO. 75D/G/D
8 in. A base, felted.
Sizes 36 and 38

NO. 75D/G/D—COL.
8 in. Colonial base, felted.
Sizes 36 and 38

*Ask for the Modern
Metal Finish—Satin Nickel*



No. 75D/G/D—Col.

J. R. PALMENBERG'S SONS, Inc.
63-65 West 36th St., New York

CHICAGO
204 W. Jackson Blvd.

BOSTON
26 Kingston St.

BALTIMORE
108 W. Baltimore St.

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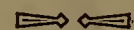
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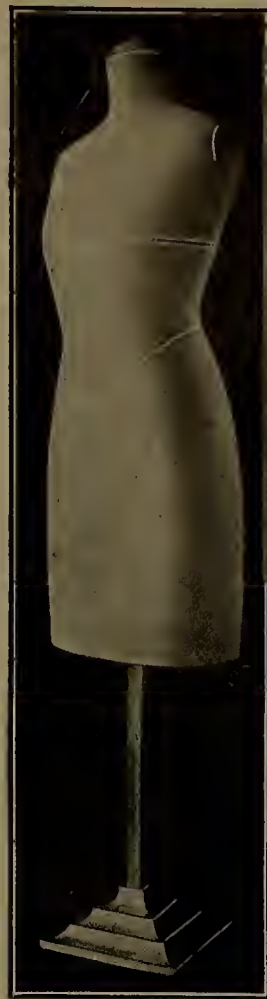
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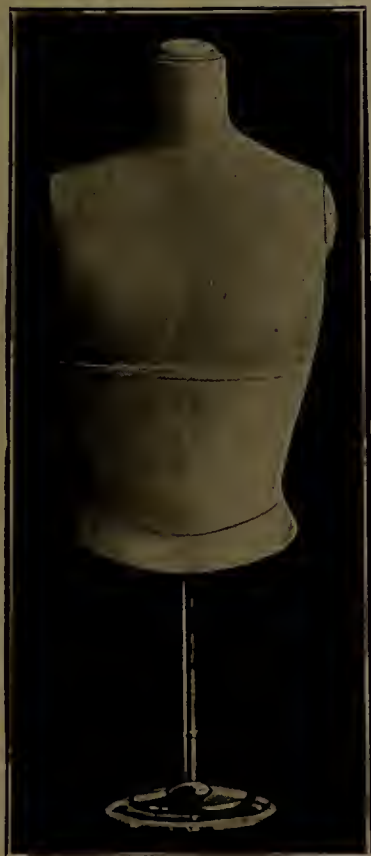
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Watch St. Paul in 1921—Let's Go!

The I. A. D. M. Convention

July 11, 12, 13, 14

Bigger and Better Than Ever

The Sub-Committee on Program is making arrangements with some of the bigger men in the department store game throughout the country for talks of interest. It also received letters from many of the big men in the display game announcing their willingness to address the convention on subjects closely linked with the display men's work.

One feature which is not quite as far advanced as the others, however, is the competitive demonstrations. While we have a number of answers to the letter which we sent out a month ago both in the United States and Canada, we feel that some of the boys may feel a little backward in being able to do something to help out this part of the work. I want to say to the boys who may consider themselves "smaller lights" in the display game than some of the others, that there are undoubtedly many things which you could do which would be surprising and instructive to the bigger fellows, so-called. It is the writer's own opinion, and in a conversation with Mr. Fraser he brought out the same thing, and that is, that he derived much good and got many excellent ideas from visits to the very small towns. Often an idea in embryo can be worked up to accomplish something both startling and interesting.

And, also, you boys who are coming to the convention, if you will come with the idea of giving something worth while to the bunch, I am sure that you will derive much greater benefit from the rest of the convention. So, boys, dig down into your idea box and see if there isn't something that you could give as a talk or demonstration of 15 or 20 minutes on, and let the writer know at once.

The Stage Arrangement Committee have developed an exceedingly good scheme whereby an arrangement of show windows will be built on the platform and you boys who make these demonstrations will feel thoroughly at home. As has been stated many times before, we have the best convention hall in the country, barring none, and in working up the floor plans, we found that there is not going to be any one space which will have anything on its neighbor. In other words, one location will

be just as good as another. These plans will be sent out about March 20 and the tentative replies from exhibitors received in answer to our last letter show that there is no question but that the finish will be a scramble for space.

The Transportation Committee has something up its sleeve but it is a little early to give out the details now, but as soon as it can be released, it will be an agreeable surprise to all the boys in the I. A. D. M., and we want to say that with the exceptional program, the exceptional convention hall, the entertainment feature which we will announce later, the wonderful climatic and vocational qualities of the state of Minnesota, we expect every member of the I. A. D. M., both in the United States and Canada to be present. Notwithstanding that at this same time there will be a Merchants' Week held in St. Paul and these merchants have all been invited to attend the convention, we will be able to take care of you all.

The Hotel Committee are busy making arrangements with the hotels for accommodations which will be adequate and it has been decided to use a little different scheme from the one used in Detroit. This Committee is going to ask each member who intends coming to make his own arrangements with the hotel. The June issue of the Merchant's Record will contain a list of hotels with the rates of each and if, after applying to these, you do not get the result that you wish, then the Hotel Committee will be glad to have you write and will see that you are well taken care of.

It has been gratifying to the Program Committee to see the interest that the merchants of St. Paul, Minneapolis and Chicago are taking in this convention. Every one whom we have seen has a kind word for us and all say they will be glad to have their display men attend. As we are quite sure other merchants throughout the country feel the same, it will only be necessary for you to acquaint the head of your house with the fact that the convention is taking place, and with the educational and instructive features which cannot help being

an aid to your work, there will be no hesitancy in sending everyone of you along.

So, boys, bear in mind that the slogan at the head of this column, BIGGER AND BETTER THAN EVER, means just what it says, and keep the rest of it in mind.

WATCH ST. PAUL IN 1921—LET'S GO!

H. E. BARTLETT,
Program Committee.



Co-Operation by Merchant

A SPIRIT of hearty co-operation with the officers of the I. A. D. M. is being shown by the leading merchants of St. Paul and Minneapolis and there is every evidence that the big meeting next July will find many enthusiastic boosters among the retail merchants. The following letters show a gratifying spirit of team-work that will go far toward making the convention a success:

Feb. 21, 1921.

Mr. C. H. Wendel,
President I. A. D. M.,
Detroit, Michigan.
My dear Mr. Wendel:

The writer wishes to express this firm's sincere appreciation of the fact that Saint Paul is to have the honor of entertaining the Display Men's Convention next July.

Saint Paul retailers fully realize the benefits that will be ours through having your association with us. And, on the other hand, we feel certain that you will not be disappointed with our city, or the efforts made to make your visit a pleasant and lasting memory.

Yours very truly,
MANNHEIMER BROTHERS,
Signed. Wm. Mannheimer.

* * *

February 18, 1921.

To the Members of the I. A. D. M.—

Upon the return of the members of the Local Club of the I. A. D. M. from the convention held in Detroit last July, and from the report they made, it was highly elating to the merchants of the Twin Cities to hear of the good judgment shown by you in selecting our fair convention and vacation Cities for your next convention and, as one of the merchants of Saint Paul, I bid you welcome this coming 11th, 12th, 13th and 14th of July, 1921.

This letter is written with the object of imparting to you display men that you will have the fullest co-operation of the business men of the Twin Cities. With our vast auditorium at your disposal, our miles of boulevards and thousands of lakes, you can all rest assured that this convention will not only be educational and profitable, but also one of pleasure.

From the reports of the activities of the local members of your Association, there is no doubt in my mind but that this coming convention will develop into one of the most successful yet held, although I understand there has been some high marks set by other cities. In my estimation every merchant of other cities should allow their display managers to attend this convention, where they can see and inspect all the newest and up-to-date appurtenances used in the art of window display work under one roof. Also the actual demonstrations by America's and foreign Countries' foremost window display artists will be very instructive, thereby the dis-

play man returns home with new knowledge and fitted better for his position.

And, by the way, bring the ladies, as there will be plenty of entertainment arranged for them, so as to make it very enjoyable for them during their stay in our Cities.

Contemplating seeing you all in session in July, I remain,

Yours for a Successful Convention,

GEO. S. McLEOD,
Vice President, Emporium Mercantile Company.

* * *

February 16, 1921.

Mr. Chas. Wendel,
c/o J. L. Hudson Company,
Detroit, Mich.

My dear Mr. Wendell:

The Merchants of St. Paul are going to show their appreciation to the National Convention of Display Men, when they meet in convention here this summer.

We will give them a rousing welcome to the state of ten thousand lakes. St. Paul is noted for its hospitality and for forming friendships that are lasting and far reaching. We will certainly do our best to make this convention an outstanding feature so that you will remember it, because of the spirit of co-operation that will be blended into your visit.

We are all impressed with the great importance of your craft and positively know that the men who are handling the details of your convention are experts in their line, and will leave nothing undone to make you feel glad that you decided to bring this convention to St. Paul.

Yours faithfully,
J. HENRY TODD,
General Superintendent.

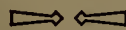


Texas Displaymen Meet

G H. PATRICK was elected president of the San Antonio, Tex., Window Display Men's Association at a meeting at the Gunter Hotel last month. Other officers elected were: V. L. Carson, vice president; J. B. Huslage, secretary; G. H. Tucker, treasurer. Addresses were made by Messrs. Patrick, Carson and Mat Markusich.

Display men, whether members of the association or not, are urged to attend the monthly meetings of the organization, which are held the last Tuesday in each month.

Those present at the last meeting were: S. H. Patrick, V. L. Carson, Mat Markusich, J. B. Huslage, G. H. Tucker, H. Shirar, M. Robinson, M. Varga, H. Reigel, A. Castillo, E. B. Noble, H. Lackey, J. R. Bleeze, Henry Passure and George Beiser.



WHEN practicable, window displays should be made to correspond with newspaper advertisements. Thus, if a special line of suits is advertised at \$50, there should be a line of these suits in the window, tagged at the advertised price. Some merchants think it a good policy to get extra proofs of newspaper ads and paste them on windows showing the advertised items.



Annual Prize Display Contest

Merchants Record and Show Window Contest for 1920-21 opens—Twenty-one valuable prizes including beautiful silver loving cup, ten gold medals, ten diplomas of merit and a number of awards for special excellence—All display men eligible.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competitions in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

Any photographs entered in this contest will be returned to contestant after awards have been made and winner announced, upon request.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1921.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "For ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

BRADFORD-CHICAGO

Bradlite **DAYLIGHT LAMP**
Shows Colors in Their True Values

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug.
\$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY
STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG
178 W. Jackson Blvd. Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO



**ATTENTION
DISPLAY MEN!**

UP
TO
DATE

THE
WORSINGER
WINDOW SERVICE
• PHOTOGRAPHY •
25 W. 42ND. ST. N.Y. VANDERBLT 4311

I
D
E
A
S

Offers to You Fifteen of the Best New York Department Store Window Displays

Each month You receive a set (15) glossy Photographs, 8x10 ins. each with full descriptions—for five dollars per month

This service is recommended by Mr. Chas. Wendel, President of the International Association of Display Men, as the most up-to-date aid for the display profession.

his eye. The Reds, not to be outdone, made the meeting extremely lively by pointed speeches and debates with members of the blue ticket.

At the next meeting the officers were elected. The result of the election was a split ticket, electing as president, K. A. Schrader and secretary, Walter Aufderheide, of the blue ticket. The red ticket elected William Bellison vice president and Walter Zemitzsch treasurer. The elected officers pledged themselves to do all possible for the betterment of display interests and to obtain, if possible, the International Association of Displaymen's convention for St. Louis in 1922.



Kansas Meeting of Display Men

TO the display men of Kansas and nearby states: Start your plans now to attend the fourth annual convention K. A. of D. M.

It's the pioneer state organization and has taken on new features each year until it has become a very interesting event in the annals of the display profession. The coming convention, May 9-10, bids fair to make good our aim of having each meeting surpass the last. Every effort is being made to make the Fourth Annual a whirlwind.

Mark your calendar two days off, May 9 and 10.

Come be with the fellows. Get tuned up for the International. Besides there are all kinds of educational features with enough social entertainment to make it a pleasant stay.

Already some of the best talent has been engaged for demonstrations and we are negotiating with others. The complete program will appear in the April issue of *MERCHANTS' RECORD AND SHOW WINDOW*.

New classes are being added to the already long list with silver cups, gold, silver and bronze medals for the winners in their respective classes. Exhibits of flowers, fixtures and all display equipment will be found on the same floor.

Come bring your photos. Help with the demonstrations, possibly you'll be called on for to do something. Better still if you have something in mind, anything that will benefit or advance the profession, let's hear from you—we'll put you on the program and appreciate hearing from you too. Let's all be willing to do anything we can; some one will be benefited, besides it's this spirit that puts things across.

May we see you in Hutchinson May 9-10?

Sincerely,

J. H. EVERETTS,
Pres. K. A. of D. M.



DISPLAY BY MILTON HARTMANN FOR BRAGER'S, BALTIMORE.

This was in reality a sale window although it does not look much like one. Every suit in the window, including the dress suit in the middle was priced at \$23.75. The dress suit was made to stand out distinctly from the rest by

dressing it on a handsome wax figure and placing it in relief before a light colored screen. The picture speaks eloquently as to the practical display value of a good wax figure. A variety of men's wear accessories were shown.

Blicks "Master-Stroke"

BRUSHES AND SUPPLIES

This complete set of 5 as pictured for **\$3.15**



Seven-inch polished black handles. Nickel seamless ferrules. Guaranteed pure Red Sable. "Ready for Immediate Use."

Write today
For Our New
Complete Catalog
Just Off the Press
This new book
contains over

125

Illustrations of
Brushes and Supplies
and is

FREE

FOR THE
ASKING
Address Desk M



5 7 9 11 14
30c 40c 55c 75c \$1.20

The Card Writers' Supply Company
Galesburg, Ills., U. S. A.



Our Spring
Designs
will appeal
strongly to
displaymen
of good taste
because of

their exceptional beauty and distinctiveness. The very reasonable figures at which these flowers are priced makes them doubly satisfactory by those who appreciate real values.

We have a splendid line for the Easter season, and will be pleased to send you our latest catalog. After comparison, we believe you will concede our values to be the best on the market.

Mutual Flower Co.

82 West Third Street, NEW YORK
DISPLAY ROOM: 1142 BROADWAY

Decorations of Elegance

Combining

Originality of Design
Quality Perfection
and Economy

BECAUSE of these qualities which have always characterized our products, the House of Adler-Jones is generally conceded by the profession to stand superior to all others, and it is to the rare distinctiveness and beauty of these decorations that their employment by the best stores and leading display managers is attributable.

Their superiority was again significantly emphasized at the National Shoe Retailers' Association convention, recently held in Milwaukee, and where Adler-Jones decorations were employed by the winners of First, Second and Third prizes in the big Window Display Contest.

It will be a pleasure to direct to you a copy of our "Fifth Anniversary" catalogue, presenting in full color the most original and beautiful series of Spring numbers—attractively priced.

The Adler-Jones Co.

206 So. Wabash Avenue
(Cor. Adams Street)

Chicago

Window Decorations and Equipment

Correction of Address

By an unfortunate oversight the address of the Barlow-Kimnet Company appeared in their advertisement in the last issue "Uptown Exhibition Room 724 Broadway." It should have read "1244 Broadway." The headquarters and executive offices are located at 724 Broadway, which is downtown. To meet the needs and for the convenience of the displaymen and merchants visiting New York, a new Uptown

in a position to offer its clientele the best obtainable in service—including advice and solutions on problems in any manner affecting the field of retail merchandising.

Mr. Foley's earlier activities were confined to the East, where he had valuable experience and much success, first in the field of journalism and later as advertising and sales director for an organization of national importance. He holds degrees from two universities and, in addition, com-



HANDSOME UPTOWN DISPLAY ROOM OF BARLOW-KIMNET CO.

Exhibition and Salesroom was opened last year at 1244 Broadway, in the Imperial Hotel Building at 32d St. This is "in the heart of the buying district." It has been appreciated by many busy visiting buyers.



J. W. Foley with Adler-Jones Co.

The efficient organization of the Adler-Jones Company, Chicago, manufacturers of artificial flowers, decorative screens and wickerware, has been further augmented by the affiliation of James W. Foley, who is now advertising and sales manager of this well-known institution. This announcement, issued recently by the Adler-Jones Company, will be well received by the many acquaintances of Mr. Foley, as well as by thousands of Adler-Jones patrons who have come to know him through his long and active participation in merchandising fields.

For the past four and one-half years, excepting a few months during which time he directed the sales department of the Craftsman Shops, Mr. Foley has been editor of *MERCHANTS RECORD AND SHOW WINDOW*, a position which he filled with success and with much influence in the development of the window display profession.

As an authority on problems affecting window display and merchandising his opinions and judgment have been continuously sought, and this expert knowledge, coupled with an intensive study and practical experience in those phases of retail merchandising—advertising and sales—makes his connection one of more than usual value. The affiliation of Mr. Foley with the experts already maintained in the organization places the Adler-Jones Company, more than ever before,

pleted a specialized course in merchandising at the Boston Continuation School.

In the display world, Mr. Foley is best known by members of the I. A. D. M., in which association he has been an active force for good, and during the past four years has done much for the progress of this great organization through his activities as a member of the Publicity Committee. As a member of this body he has been a prominent figure, and his keen interest in its development has at all times been evident. In his new capacity, with the Adler-Jones Company, he will be in a position to intensify interest and encourage enrollment in the display man's official organization.

Mr. Foley extends to all a most cordial invitation to visit him at his new address and to avail themselves of the genuine Adler-Jones hospitality. The address is 206 South Wabash Ave., Chicago.



Artistic Paper Mache

Papier mache as known at one time would not have been considered in the manufacture of window backgrounds, display objects and decorations, but by new methods of artists' application and progress in manufacture Messmore & Damon have demonstrated papier mache to be a wonderful medium in modern art. As an illustration, at the International Silk Show, Grand Central Palace, New York, a number of exhibits decorated by John Beyer, J. J. Hannagan and Fred Johansen used these art objects of papier mache exclusively as a basis for their draping and backgrounds to beautify the material they work with. Their booths proved to be a wonderful sensation in modern display.

The New Fixture With a 1000 Uses

A Wonderful, Attractive, Colorful Fixture



HEADS are cut out of wall board, hand finished in beautiful natural life-like colorings. Durably constructed and cannot be compared with the ordinary air brushed heads.



Untrimmed
Price for set, consisting of 3 Cut-Out Heads, wooden stand, 30 in. high, heavy 7-in. base, complete, each\$3.75

For the Window, Counter, or Ledge Displays

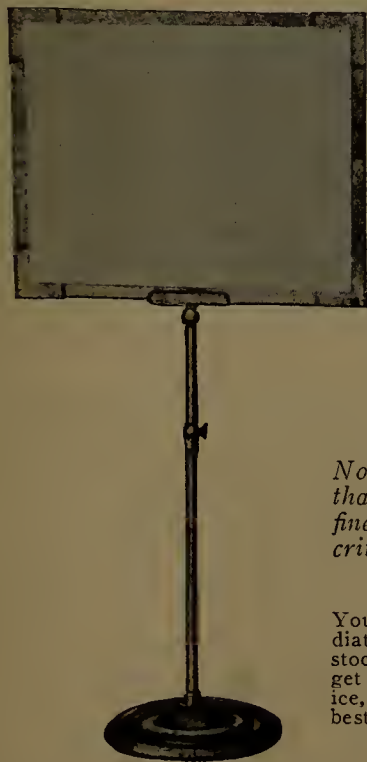


7117 N. Clark St., MORRIS LEON MFG. CO., Chicago, Ill.

The Right Fixtures

WILL CREATE A HEALTHY GLOW

The merchants that have their eyes wide open are making proper displays with **NORTHERN FIXTURES**, which are properly designed; faultlessly made and the best quality of finish.



Northern Fixtures possess that quiet elegance and refinement that satisfies the critical.

Your order will be filled immediately as we carry these in stock. With every purchase you get prompt and courteous service, with Northern quality, the best your money will buy.

Northern Fixture Company, Inc.
25 Main St., S. E. Minneapolis, Minn.

Making Your Store Known by its Brighter Show Windows

The sales capacity of your show windows is in almost direct proportion to the efficiency of their lighting.



Better light means increased attention, greater attraction and more sales—always.

PITTSBURGH

The Standard for Show Windows

REFLECTORS

Pittsburgh Reflectors direct the rays on the trim. They make one lamp do the work of two—and do it more effectively.

Their profit to you is in the sales that they bring. Our full experience, training and equipment are to make Pittsburgh Reflectors increase the sales of your store. Make your store known by its brighter show windows.

What has been accomplished by other merchants can be accomplished by your store. May we help you?

Pittsburgh Reflector & Illuminating Co.

Third Avenue and Ross Street
PITTSBURGH, PA.

Chicago Office:
565 W. Washington St.

San Francisco Office:
75 New Montgomery St.

New Art Publication

A notably useful art publication for the display man is now being offered for the first time by the C. Broes Van Dort Co., 19 West Jackson Blvd., Chicago. This firm is an importer of high class art books and the publication referred to is an entirely new European product in four volumes and printed in English text.

Each volume contains 60 color plates 10½x13 inches and every color plate is composed of numerous details showing authentic decorative designs reproduced in full natural colors. In the four volumes there are a total of 240 color plates showing thousands of beautiful and unusual designs that can readily be adapted to show window decoration.

Volume I is now complete and ready for delivery. It is devoted to Antiquarian Art in all its branches. Volumes II, III and IV are in course of preparation and will probably be ready for delivery in a few months. They will cover respectively the following: Medieval Art, Renaissance and Rococo and Neo-Classic. In the four volumes, when complete, will be included practically all of the most notable examples of the various classes of ornamentation represented. Each plate has explanatory notes giving the sources from which the various designs have been taken.

The four volumes, embracing as they do thousands of historic designs from all ages, will prove indispensable to the displayman who has heretofore had difficulty in securing such material in compact form. Being reproduced in all of the delicate tintings of the originals, the suggestions may readily be adapted to show window decorations. In these books may be found endless inspiration for the displayman. The latter will also find thousands of concrete suggestions that may be copied without difficulty.

The four volumes are to be sold in complete sets only and the price will depend to some extent upon the fluctuation of foreign exchange. The price of the first volume including 60 full color plates and text, is \$10.00, but it is likely that the three following volumes will cost somewhat more. This matter of exact price cannot now be definitely determined but it is assured that the total cost of the set will be altogether reasonable considering the usefulness of the books. Further information as to deliveries, etc., may be had by addressing C. Broes Van Dort Co., 19 West Jackson Blvd., Chicago.



A Free Book for Card Writers

Possibly no other trade mark is more familiar to our readers than that of Blicks "Master-Stroke" Brushes and supplies for the card writer and sign man. Altho absent



from our columns for the past three years, this firm has been gradually forging to the front as one of the prominent firms in its line, and today has a clientele of hundreds of regular customers from coast to coast.

The new general catalog which is just off the press contains over one hundred and twenty-five illustrations of every need of the card and sign writer. This book not only pictures the celebrated "Master-Stroke" line of brushes and supplies, but fully describes each and every article together with many innovations that offer unlimited suggestions to artists of the craft.

This new book should be in the library of every card and sign writer, and by simply addressing Desk M., The Card Writers Supply Company, Galesburg, Illinois, a copy of this book will be mailed our readers free of charge.

Photo Service for Displaymen

A wonderfully practical service for the displayman is announced by the Worsinger Window Service of 25 West Forty-second street, New York. This service consists of photographs of the best window displays of the leading stores of the city which are delivered to subscribers once each month.

Mr. Worsinger is an expert photographer and also has a wide knowledge of show window display. He has an extensive personal acquaintance among the leading displaymen of New York and Brooklyn. With these advantages, he is enabled to secure photographs under the most favorable conditions both of window and interior displays. At present he is making photographs of all of the best displays that are being put in by the leading New York display men. These cover all lines of merchandise.

Fifteen 8x10 photographs of carefully selected displays are sent the subscriber each month for the very modest charge of \$5.00. Every photograph has the name of the store, the name of the display man, with a complete and detailed description of the window and the materials used in it. Because of the clearness of the photographs, the smallest details of the windows are clearly apparent. Merchandise arrangements in this pictures are usually so clear that they can be reproduced easily.

Displaymen in other cities find the photographs of the Worsinger Service of a great deal of interest and of much practical value as they constitute a pictorial review of the best work of the leading New York window artists. This review has the big advantage of being strictly new each month. Many of the displays have been in the windows only a few days before they are in the hands of displaymen in cities hundreds of miles away. As high class stores all over the country are showing practically the same kinds of merchandise at the same time, it is an obvious advantage for the displayman in Kansas City, Denver or Seattle to have before him the best efforts of the New York displaymen just at the time they are needed.

The cost of the service, \$5.00 per month is trifling when one considers the practical value of these photographs, not only for immediate use but for future reference.



Art Window Requisites

The highly artistic line of rugs, pillows, valances and other window draperies offered by Karl Roth of Findlay, Ohio, is attracting much favorable attention from displaymen who appreciate real art in the designing of this class of display requisites. The Roth designs are distinguished by real artistic merit.

Plush pillows from this firm are to be seen in the windows of the best stores everywhere. They are used to show shoes, women's wear accessories, jewelry and many other lines that require a dainty setting to make them appear at their best. These pillows are made in three styles and in all colors. They are trimmed to harmonize beautifully and add much to the general effect of any high class show window.

Roth rugs and valances are also highly popular and a recent circular will undoubtedly prove of interest to every displayman. This will be sent in response to a request addressed to Karl Roth, Findlay, Ohio.



JACK A. HYBARGER, who for some time had been doing freelance display work for a number of merchants in Mobile, Ala., has returned to his old home town, Fort Worth, Texas, where he expects to follow his calling in the freelance field. Just now the Fort Worth boys are planning for a big spring style show.

"The Big Idea Is to Keep the Light on the Merchandise and Out of the Eyes of the Passerby"

Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

X-Ray Reflectors

EVERLASTING BRILLIANCY

With X-Ray Reflectors, the light is concentrated on the display, none being wasted on the pavement, or directed into the eyes of the prospective customers.

X-Ray Reflectors have the highest possible efficiency, and are made in several shapes for windows of various proportions.

NATIONAL X-RAY REFLECTOR CO.

NEW YORK

CHICAGO

SAN FRANCISCO

Plan Your Show Windows from This Portfolio



Twenty-two Full Page Drawings fully described

By M. P. Staulcup

Practical and Economical Decorations

Price Only \$1.00 Postpaid

Book Dept.

The Merchants Record Company
5707 W. LAKE ST. CHICAGO

We Make Artificial Flowers Just a Little Different



The stately Dogwood Blossom adds beauty and harmony to the early Spring merchandise.

Use them in your Easter displays.

Dogwood Blossom Branches

One dozen branches used in this vase.
Branches 24 in. long, 18 in. wide.

\$6.00 per dozen branches

Can be supplied in any length desired

Schroeder Artificial Flower Co.
6023 Superior Avenue Cleveland, Ohio



No. 4216 Basket filled with flowers, as Hyacinths, Tulips, Maybells, etc., each \$1.50, per dozen \$15.00.

My SEASONABLE CATALOGUE No. 4 illustrated in colors containing a full line of Decorative Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be mailed FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 Barclay Street
NEW YORK, N. Y.

Politeness Week

CUSTOMERS of the Foreman & Clark clothing store in Chicago were asked to write on a postcard that was furnished them, their impressions as to how they had been served by the salesmen who waited upon them. The scheme was explained in a newspaper ad as follows:

"We're going to make next (and every week, for that matter) politeness week here. We're out to prove this store's reputation as the politest in Chicago. Every day, all week, a cash prize will be given to the politest salesman. And there your part comes in.

"The prize will be awarded on YOUR SAY-SO. When you leave this store, a politeness postcard will be placed in your hands. On it tell us how polite your salesman was. Drop it in the mail. A competent jury will pass on every card. And one card every day will earn for some salesman a politeness prize of \$5.

"\$10, \$15 or \$20 saved for you—\$5 earned for him. That's fair to both of you. Will you co-operate?

"Ask your salesman for a politeness card, fill it out and leave it here or send it to us. Our success in this depends entirely upon your co-operation."

PRIZES

\$50 First

\$25 Second

and 10 other prizes for Poster and Show Card Artists. Write for particulars at once. Contest closes April 2nd, 1921.

Nobema
COLORS

the Aristocrat of Poster and Show Card Colors.

SPECIAL TRIAL OFFER—ONE DOLLAR

Mail us \$1 for any five 2 oz. bottles of following Nobema Colors: bright red, lemon yellow, turq. blue, black, purple, orange lake, light maroon or white, and 2 oz. bottle Nobema Medium, free.

Nobema Products Corporation
Box 356 Pleasantville, N. Y.



Case No. 421

There are many good makes of display cases on the market, but we believe you will be especially interested in the "Silent Salesman" line, for it incorporates features that years have proved valuable.

Case No. 421, shown here, is of the all-glass construction. The heavy plates of glass are joined by a patented cemented method which makes the joints dust-tight. From top to bottom this case is truly the work of master craftsmen. May we send you full description, or the general catalog?

Detroit Show Case Co.

477 Fort St., W.

Detroit, Mich.

Also makers of "Desco" store front construction

Silent Salesman
TRADE MARK



Smooth on any Surface

Here No. 788 with its oval point has been built to write smoothly on almost any surface as fast as the hand can form the stroke.



NO matter what your need or the sort of paper on which you write, there is an Esterbrook to suit you.

Conveniently displayed in all dealers' and priced fairly. Esterbrooks have earned and held leadership for more than sixty years. Due to the manner of their making, they cannot fail. Insist on Esterbrooks.

Choose from the case, order by number and buy by the box—it is red.

THE ESTERBROOK PEN MFG. CO.
90-100 Delaware Ave., Camden, N. J.

Canadian Agents: Brown Bros., Ltd.,
Toronto, Canada

Esterbrook PENS



Send for Easter Lily
Vase.

Papier Mache Vase, 20
inches high; filled with
lilies and ferns.

Each\$2.95

SPRING DECORATIVES

Easter is approach-
ing rapidly so if you
haven't given your
Display any thought
it is time to get
started.

We are in a position
to make immediate
delivery on what-
ever you select.

Our Catalog—

Better Displays

for

Less Money

contains everything for the
Display Man's needs

Write for it today—It's Free

Service Artificial Flower Co.

1307-09 Clybourn Ave.

Chicago

*The invisible "in-
gredient" that
makes DEVOE
showcard colors
superior*

DEVOE mixes with
Basic materials that
intangible product of the
years—*experience*.

Others may follow a
Devoe formula; but Devoe
will still give superior re-
sults, because Devoe has
behind it the longest paint
experience in the coun-
try. 166 years of making
quality goods.

Devoe & Raynolds Co., Inc.

New York

Chicago



Spring

Snappy and
Attractive
Window
Decorations
Real Money
Getters

Once a user, always a user.

Send for our convincing catalogues.

Fancy Papers, Flowers, Baskets, Shelves,
Borders, Etc., Etc., Etc.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

"Speltz Ornaments"

A Wonderful New
Art Publication
for the Displayman



Four volumes in 3 and 4-color
process; 240 plates, size 10½ x 13
inches, giving thousands of authen-
tic details in Antiquities, Medieval,
Renaissance, Rococo and Neo-
Classic styles.

Space does not permit of a full descrip-
tion of this remarkable publication here.
Write us or call at our display room. Just
off of State Street.

C. Broes Van Dort Co.
19 W. Jackson Blvd. Chicago

BETTER DISPLAY FIXTURES

Perfect
Equipment
Perfect
Service



It will pay you to
send for our new
booklet.

D. W. Woodruff & Co. 860 Howard Street,
San Francisco, Cal.

**DISCOUNT
SALE**

SALES PENNANTS

Just What You Want

A wonderfully attractive way of
featuring your special sales—the
smaller pennants for trimming
around the windows, show cases,
etc., and the larger ones for dec-
orating the store and lobby. We
carry in stock ready for immediate
shipment the following titles:

Great Clearance Sale Big Annual Sale
Great Discount Sale Semi Annual Sale
Stock Reducing Sale Our Season End Sale
Big Clean-up Sale Inventory Sale

Prices on these pennants are as follows:
8½ x 12½, \$3.00 per hundred
17x26, 50, \$2.50, or \$5.00 per hundred

Specify if you wish red or blue pennants. Price includes parcel post.
Prices on special styles and sizes on request.

We ship the smaller pennants one-half of the quantity with the
wording reading to the right and half reading to the left.

We make bill board posters, window hangers, show cards, car cards,
cloth signs and all kinds of display printing from type or special en-
graved design.

WM. H. ASTON PRINTING CO. Detroit, Mich.
325 W. Fort Street

REMOVAL NOTICE

IN OUR NEW HOME

117-119 WEST MARYLAND ST.

FLOWERS — FIXTURES
BACKGROUNDS — SUPPLIES

E. J. BOYLE & BROS. CO.

Indianapolis Indiana

Velvet Covered Display Fixtures in Any Color



No. 500 Bag Stand, 12, 15,
18, 21 inches high.
\$21.00 per doz.
No. 23 Lingerie Stand, 15,
18, 21, 24, 30, 36
inches high.
\$3.75 each.
No. 506 Waist Stand, 15,
18, 21, 24, 30, 36
inches high.
\$3.00 each.
No. 302 Tilted Purse Hold-
er, 6, 9, 12 inches
high.
\$2.00 each.

J. BEERMAN

1162 Broadway

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Paasche Air Brushes are made
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Index To Advertisers

| | |
|--|--------------------|
| Adler-Jones Co. | 55 |
| Am. Art Paper Mache Co. | 63 |
| American Lithographic Co. | 64 |
| Aston, Wm. H., Printing | 62 |
| Artistic Wood Turning Works | 15 |
| Barlow-Kimnet Co. | Inside Front Cover |
| Baumann, L., & Company | 13 |
| Beaven, E. A., Co. | 10 |
| Beaver Board Cos. | 63 |
| Beerman, J. | 62 |
| Botanical Decorating Co. | Inside Back Cover |
| Boyle, E. J., & Bro. | 62 |
| Bradford, I. L., & Co. | 51 |
| Bush, E. H. | 63 |
| Butcher, L. O., & Bro. | 64 |
| Caldwell, The Woodsman | 12 |
| Card Writers' Supply Co. | 55 |
| Compo-Board Company | 2 |
| Contents, Editorial | 1 |
| Cordry, W. Murray | 53 |
| Curtis-Leger Fixture Company | Back Cover |
| Daily, Bert L. | 53 |
| Detroit School of Lettering | 45 |
| Detroit Show Case Co. | 60 |
| De Voe & Reynolds Co., Inc. | 61 |
| Dietz, E. C. | 64 |
| Display Manager's Hand Book of Decorations | 9 |
| Doty & Scrimgeour Sales Co. | 62 |
| Elms & Sellon | 15 |
| Esterbrook Pen Mfg. Co. | 61 |
| Feldman, L. A., Fixture Co. | 10 |
| French Wax Figure Co. | 3 |
| Frankel Display Fixture Co. | 14 |
| Gasthoff, J. F., & Co. | 4 |
| Hecht Fixture Co. | 13 |
| Hess, G. Wallace | 8 |
| Hunt-Crawford Co. | 11 |
| Imans, Pierre | 4 |
| Kawneer Mfg. Co. | 5 |
| Kichler, L. A., Co. | 63 |
| Koester School, The | 43 |
| Leon, Morris Mfg. Co. | 57 |
| Lyons, Hugh & Co. | 2 |
| Melzer, S. M., Co. | 64 |
| Messmore & Damon, Inc. | 6 |
| Modern Artificial Flower Co. | 14 |
| Modern Art Studios | 12 |
| Mutual Flower Co. | 55 |
| National X-Ray Reflector Co. | 59 |
| Netschert, Frank | 60 |
| Newcomb, E. R. | 64 |
| Nielson, Knud | 8 |
| Nobema Products Corp. | 60 |
| Northern Fixture Co. | 57 |
| Onken, Oscar, Co. | 64 |
| Onli-Wa Fixture Co. | 11 |
| Paasche Air Brush Co. | 62 |
| Palmenberg's, J. R., Sons, Inc. | 47 |
| Pittsburgh Reflector and Illuminating Co. | 57 |
| Rauch, F. A., Co. | 64 |
| Roth, Karl | 14 |
| Schack Artificial Flower Co. | 7 |
| Schroeder Artificial Flower Co. | 59 |
| Service Artificial Flower Co. | 61 |
| Sketches for Decorative Backgrounds | 57 |
| Superior Brass and Fixture Co. | 15 |
| Timberlake, J. B., & Sons | 64 |
| Van Dort, C. Broes, Co. | 62 |
| Wallbrunn, Kling & Co. | 14 |
| Wants, For Sale, Etc. | 63 |
| Welch-Wilmarth Companies | 16 |
| Window Decorative Works | 64 |
| Woodruff, D. W., & Co. | 62 |
| Worsinger Window Service | 51 |

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Artistically colored and striped in Gold Bronzes.

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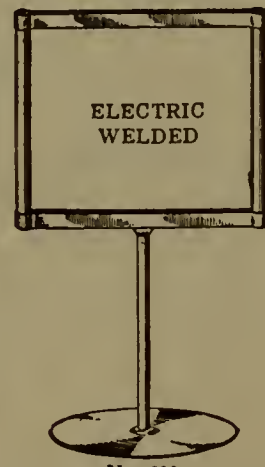
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The display furniture for this notable display was also supplied by this firm.

Photographs of the Hochschild, Kohn & Co. displays will be shown in our advertisement next month.

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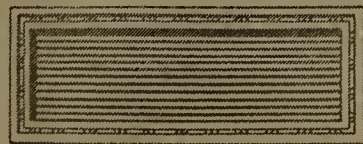
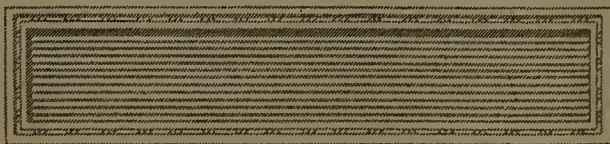
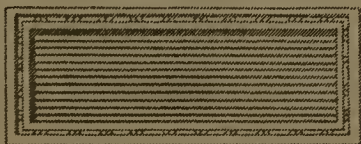
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Merchants Record and Show Window

April, 1921



Watch St. Paul In 1921—Let's Go!



822A/150

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To that end we have built up an organization of experts — Artists — Displaymen, and skilled Craftsmen, whose sole aim and purpose is to design and produce the most useful, helpful, efficient equipment for the making of

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We design and produce in our own factories, superior quality equipment to meet every display need. Our staff of experts is always at the service of our customers for conference. Many of the leading displaymen frankly acknowledge our HELPFULNESS to them in results achieved. We do not use their names to build confidence in our products. Merit alone is sufficient for that. We do appreciate, however, the word of approval which is passed among displaymen, and we shall endeavor always to merit such praise by added service and co-operation.

When in New York be sure to come in and see us at our up-town Exhibition Rooms at No. 1244 Broadway. You are sure to absorb some useful and valuable ideas. If you are not likely to visit the city in the near future, let us bring to you a part of our show room—let us send you our latest catalogue that will illustrate just a few of the newest and best and most exclusive ideas of the craft. Ask for new catalog, "Secrets Display Success."

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OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

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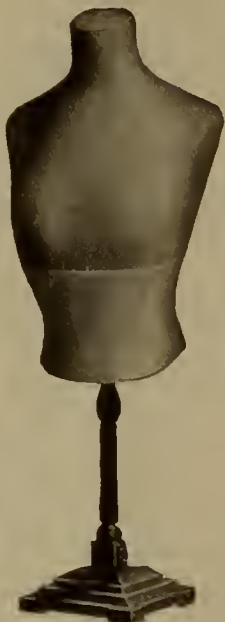
Contents for April, 1921

| | Page |
|--|------|
| <i>The Show Windows of Paris</i> - - - - - | 11 |
| By A. E. Apted | |
| <i>A Series of Classic Settings</i> - - - - - | 16 |
| <i>Notes from New York</i> - - - - - | 18 |
| By F. F. Purdy | |
| <i>Make Your Own Opportunity</i> - - - - - | 24 |
| <i>How to Write Retail Ads</i> - - - - - | 27 |
| <i>Rules for I. A. D. M. Contest, 1921</i> - - - - - | 20 |
| <i>Courtesy</i> - - - - - | 32 |
| <i>Monthly Prize Contest</i> - - - - - | 33 |
| <i>Our Service Department</i> - - - - - | 33 |
| <i>Chicago Special</i> - - - - - | 33 |
| <i>Our Roll of Honor</i> - - - - - | 33 |
| <i>How to Make Show Cards</i> - - - - - | 34 |
| By G. Wallace Hess | |
| <i>Message from Millward</i> - - - - - | 38 |
| <i>President Wendel in Chicago</i> - - - - - | 40 |
| <i>Special from Southwest</i> - - - - - | 40 |
| <i>Secretary's Report</i> - - - - - | 40 |
| <i>Railroad Fares to St. Paul</i> - - - - - | 40 |
| <i>Spring Festival at Fort Worth</i> - - - - - | |
| <i>Detroit Display Men Meet</i> - - - - - | 46 |
| <i>St. Louis Officers Elected</i> - - - - - | 46 |
| <i>Fourth Annual Kansas Meeting</i> - - - - - | 46 |
| <i>Show Window Lighting</i> - - - - - | 50 |
| By Reginald Traulschold, M. E. | |



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Period Design



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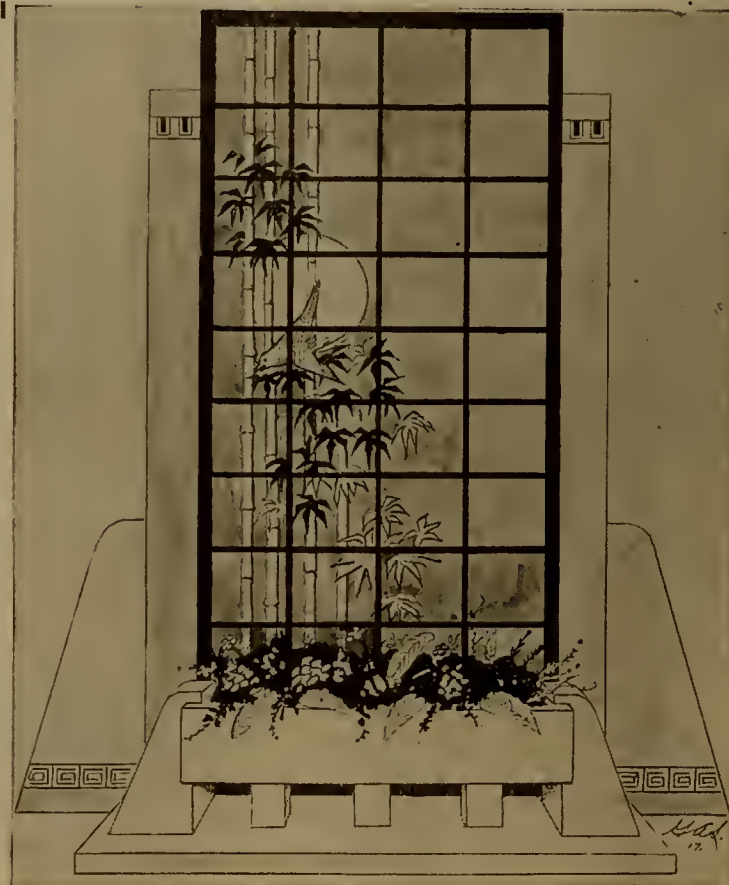
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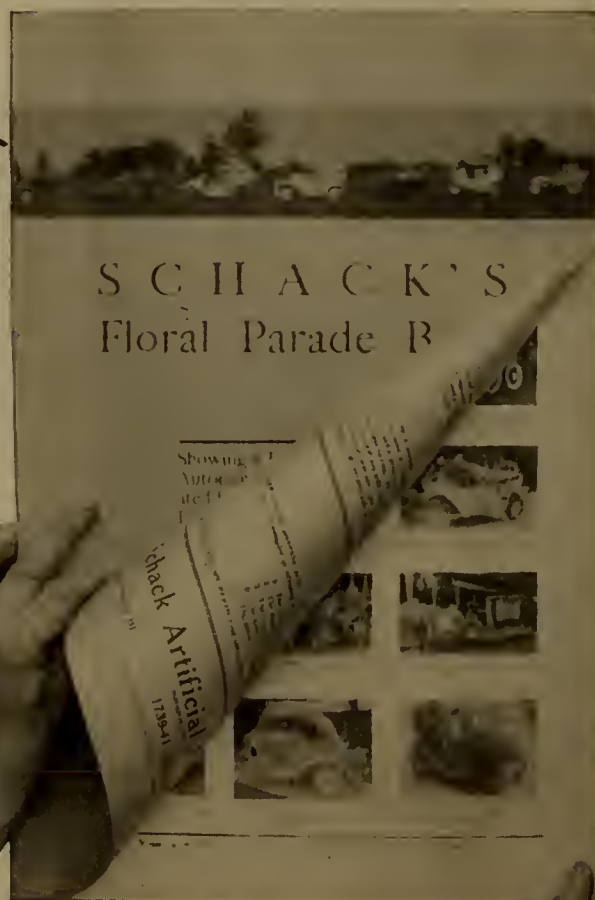
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F-905-Elk Clock

F-901 Floral Sheeting
Patent No. 1003895 Sept. 19, 1911 by
J. F. Gasthoff, Danville, Illinois

F-902 Grass Sheeting
Patent No. 1003895 Sept. 19, 1911 by
J. F. Gasthoff, Danville, Illinois

F-903 FLAG

F-904 SHIELD

F-906 Wheel Cover

F-907 Wheel Cover

F-908 SHIELD

F-921 Auto Plume

F-923 Moss Paper Festooning

F-910 Floral Parasol

F-924 Covered Wire

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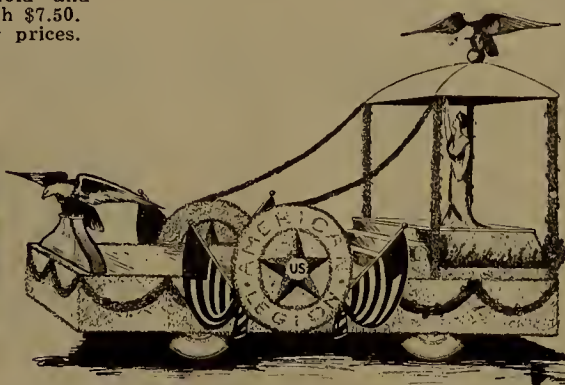
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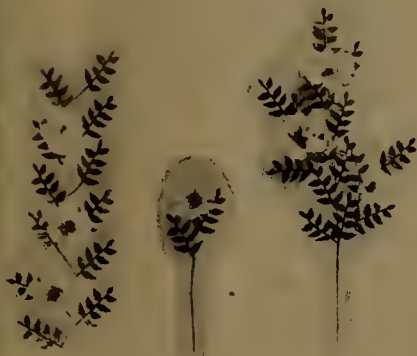
Float Design No. 1—This design shows the American Legion with the papier mache eagle. The automobile is covered with floral sheeting, the wheels with the floral wheels.



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958

955

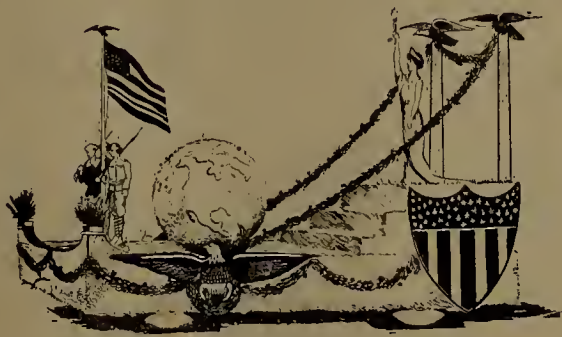
959

955—14-inch Silk Crepe Poppies with two leaves. Come in red, pink, blue, white and yellow. Price per dozen, \$1.25; per gross, \$10.50.

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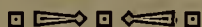
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Parisian Windows

*Impressions of an American displayman in the French capital—In the larger department stores the windows are generally crowded but in some of the smaller shops are to be seen beautiful examples of specialized display—
Some of the fixtures used*



A. E. Apted

Display Manager for T. Eaton & Co., Toronto

CONSIDERING the unquestioned prestige of Paris as the center of art and the birthplace of fashion, I had looked forward with lively curiosity to the show windows of the French capital. In them I had anticipated a revelation in the niceties of display. I looked forward to seeing all the originality of design, the artistically daring composition and the inspired color treatments that have made Paris the source of style for the entire feminine world. So I strolled out from my hotel prepared to load up on the latest Parisian fancies in window display with the view of returning to Canada with a wealth of new ideas that I hoped to transplant in my own windows.

Everyone has heard much of Bon Marche, so it was there I made my way first and it was from this famous establishment that I received my first impression of the show windows of Paris. Later I found that the windows of Bon Marche are typical of all the great Parisian stores.

Along the main front of the store is a series of splendidly constructed windows—large, deep and, compared with American windows, unusually high. They are windows that present wonderful opportunity to the display man. But they were far from what I had expected to see. The first impression of the Bon Marche displays is that of Milwaukee avenue in Chicago or Seventh avenue in New York. They presented about the same quality of art and distinction that may be found in the windows of a big, popular price American department store during the summer sale season with the exception of

the big sale show cards characteristic of sale windows in the States.

There was little, if any, attempt at really decorative effect and most of the windows were filled to capacity with merchandise—too much for even a sale window of a high class American store. This, so I learned, is the customary treatment of the windows of the big department stores, not only in Paris, but throughout France. From the American viewpoint, they are too stocky. The displays are carefully made and each item is shown with skill and judgment—but there are too many items to suit the taste of the American displayman who has been accustomed to the windows of State street and Fifth avenue.

It was a further surprise to learn that the department stores of Paris change their windows far less frequently than they do in Canada and the States. The windows of the Bon Marche, Galeries Lafayette and several of the other large stores remained without apparent change during the several weeks I was in Paris and I was informed that it is not unusual for a display to remain in the window for a month or longer. This would hardly meet the ideas of a live merchandise manager in a busy American store.

However, French merchants and their buying public have a different way of looking at things. Their customs and manner of making purchase is quite different from ours. An experienced displayman, or *etalagiste*, as they are called over there, explained the viewpoint of the Paris shopper which, of



ORIENTAL DISPLAY BY WM. WADE HAMPTON, FOR I. MAGNIN & CO., SAN FRANCISCO

This display was handled with exceptional taste and the effect was remarkably artistic. The color treatment was particularly pleasing. The background was of rich red Chinese silk covered with a blue chiffon, which produced a wonderful variety of tints and color tones that made a background that was truly Oriental. The kimono shown on the two figures harmonized beautifully with the background and stood out in

strong relief. A Japanese lamp, a carved table and a few small art objects of Oriental origin gave a distinguished tone to the display which was quite simple and remarkably rich. The show card was a cut-out also in the Japanese style. This kind of a display is easily overdone or cheapened through the introduction of lattice work or other ornamented features. Mr. Hampton has not made that mistake.

course, has a big influence upon the merchant and his treatment of show windows.

The average French woman, so my *etalagiste* friend explained, is a born trader who is very careful and deliberate in her buying. Making a purchase, with her, especially if it involves any considerable sum, is a serious transaction that is not to be undertaken hastily or in a light spirit. She knows values and is not to be hurried into making a purchase nor is she to be influenced by the allurements of the clever displayman who presents his merchandise to make it appear in an exceptionally enticing light. She pays a great deal of attention to the show windows and is influenced by displays in her buying, but she goes from one window to another and compares their offerings with the utmost care. She travels back and forth from one window to another, deliberately judging and comparing values and this is a process that requires time. It is not unusual for a Paris shopper to return to a window day after day in making a selection and,

if, before a decision is arrived at, the display is changed, her deliberations are entirely upset. The Paris merchant considers this trait of the shopper and leaves his displays for weeks at a stretch to give her plenty of time.

There is another angle that is taken into consideration by the merchant of Paris. This involves a matter of expediency. The dressing of windows requires effort and involves a certain expense either direct or indirect that, some of them consider unnecessary. Being of a philosophic turn of mind he reasons thus:—"I have a certain number of windows in which I can show a great many items from my stock. Thousands of people pass my store daily and these are as likely to be interested in the goods I show in the windows as they would be in anything else I might exhibit. It is manifestly impossible to show the entire stock at one time and, as the personnel of the crowds change daily and different people see my windows each day, why should I change them?"

The French people are artistic, said the display man, but they are also conservative and, above all, they are eminently practical. For this reason, it will probably be a long while before the merchants will feel the necessity of spending the money necessary to handle their displays as it is done on this side.

While the windows on the main frontage of the Bon Marche are admirably designed and built, those on the side streets are more like stalls in a market than show windows. They open up onto the sidewalk and the goods are shown on the pavement and backed up on tiers of shelves. Each window carries a different class of merchandise and is in charge of salespeople exactly like a department in an ordinary store. Floorwalkers come from the interior of the store into the windows and pass from one to another as their duties call them. This style of window, if it may be called a window, is something of a shock to the American displayman, but it fits in admirably with the French shopper's idea of buying.

But it is in some of the smaller, exclusive shops that is to be found real art in window display. The

shops are small and so are the windows, but some of them are gems. In Avenue de l'Opera, Rue de la Paix and some of the other less traveled thoroughfares are to be found small shops that will delight the display man who sees them for the first time. These shops always specialize in a single line. It may be hats, corsets, jewelry, antiques or any other of a dozen lines but, whatever the merchandise may be, it is shown with a truly artistic sense that gives to it a world of distinction. There is no crowding here. Among these high class little stores, display has reached a high level yet the windows are dressed by the owners of the shops and not by professional display men.

There was one display in which a single small red turban was shown in window draped with wonderful skill entirely in red velvet. I was so impressed by this window that I stepped inside, under the pretense of looking at a hat, to see what the interior of the shop was like. Madame came forward to meet me with a smile and I prepared to make myself understood in French which is something of an under-



SETTING FOR MODEL SHOW BY H. L. KRAMER, FOR C. K. WHITNER CO., READING, PA.

Here is shown a novel setting for a Style Show with living models. The whole scheme was carried out in brilliant white and gloss black which made a striking and neutral background for the many colored costumes worn by the models. This stage did not extend up to the ceiling of the room and

the ceiling of the setting was finished in black and white to correspond with the other details. The posters, furniture, floor, pedestals, etc., were finished by Mr. Kramer in black and white. There were four shows in this setting and approximately 1,200 persons attended one of them.

taking. I started with a preliminary waving of hands and was going through the elaborate contortions that are necessary to get my limited French vocabulary into action, when Mamade interrupted. smile and I prepared to make myself understood in French which is something of an undertaking. I started with a preliminary waving of hands and was going through the elaborate contortions that are necessary to get my limited French vocabulary into action, when Madame interrupted.

"Oui, oui," she exclaimed, delightedly, before I had even got started, "Monsieur ees ze Americain an' spik ze French, how nice-e-e. Monsieur will see ze chapeau—la belle chapeau—non?" And without waiting for an answer she proceeded to show me a hat—not in a matter of fact way as an American milliner would show a hat, but in a manner quite worthy of the most wonderful hat in the world.

First she appeared to meditate, then from a shelf behind some drapery she produced a large hat box which was carried with elaborate care and placed upon a small stand. After removing the lid of the box with infinite care lest the precious contents be rudely disturbed, Madame delicately raised a layer of tissue paper—then another and another, every motion being executed with as much caution as if the box contained a sleeping babe which under no circumstances must

be awakened. At last the hat was revealed and Madame carried it to a high stand upon which it was placed. After turning it from side to side and giving it a few delicate touches, she stepped to one side, struck an attitude of breathless and expectant admiration, exclaimed—dramatically—"Behol'—ze chapeau." She made a real ceremony of the showing of the hat. It took a hard-hearted man to fail in response to such a selling appeal, but I had no use for a hat and I shook my head.

"Non?" Tres bien." She yanked the hat from the stand and tossed it carelessly into a corner. Then she proceeded to show me another and another hat, pausing occasionally to puff at a cigarette and treating each one with tenderest care until it had been refused, then tossing it into a corner like so much junk. That, apparently, is the French saleswoman's method of procedure. They dramatize salesmanship and, seemingly, they enjoy it.

The fixtures used by French display men are, in general, of a type that was popular in America a dozen years ago. In many windows are to be seen the metal racks with long parallel, horizontal bars that were once much used in hat and men's wear displays. These are popular because they will hold a great amount of merchandise.

The wax figures that are used extensively in the



DISPLAY OF BATIKS BY L. E. WEISGERBER FOR LORD & TAYLOR, NEW YORK.

This was an original and striking display. A figured Batik design was hung on the background and, aside from the merchandise the chief decorative feature was a great vase filled with red and black silk poppies. At the right of this was a low black bench. On this was placed a lamp which had a scarf draped over it. On one end of the bench was a

Batik waist on a form. At the left end of the window was a low stand draped with a Batik cover. A form dressed with a waist was shown thereon. The floor was covered with a black rug which was in perfect keeping with the remainder of the display. Two lamps were used at the back of the window.



SHOE DISPLAY BY C. R. MORGENTHALE FOR NEWMAN'S, JOPLIN, MO.

larger stores of Paris are admirable. They are exquisitely modeled and wonderfully lifelike in general appearance and in their posing. These figures are frequently used in related groups in showing costumes. When several figures are used in a window, they are generally so arranged as to tell a story which does not require a great deal of imagination to understand. For example, there was one window in which an attractive young lady in street costume, including furs, was seated in front of another young lady who was spreading out a costume for the inspection of her visi-

tor. Very simple, but much more effective than the way in which American display men usually handle their wax figures.

In London, the windows, generally, are more like those of Paris than the ones we see in New York and Chicago. There is too much merchandise shown in most of them and, as a rule, the small exclusive shops show their goods better than the big stores. I had an interesting evening with the British Display Men's Association in London. The London display man takes a keen interest in American methods.



A DISPLAY BY MR. BEYER FOR JAMES MCCREERY & CO., NEW YORK.

A Series of Classic Settings.

THE classic period styles of decoration offer exceptional opportunities to the display man who understands them. They also present equal opportunity to "make a mess" if the display man is not familiar with the various periods, or is careless in his handling of them. The attempt to "improve" upon a classic style usually meets with disaster. The mixing of styles also is, in most instances, a decorative blunder that is easily evident to anyone who understands the various periods, or has a real sense of decorative composition. The decorative periods are not to be trifled with—they should be used "as is," or left alone.

Henry Sherrod, display manager for the Stewart Dry Goods Company of Louisville, Ky., is a student of period decoration and handles the various styles with unusual cleverness and good judgment. When he chooses a style for his windows he follows it faithfully throughout the entire scheme of decoration—even to the smallest detail. The accompanying illustrations show two of a series of windows that were designed and installed by Mr. Sherrod for the spring opening of the Stewart store. These settings are Grecian in design and the entire series was carried out in the same general style as the two windows illustrated.

While the general background scheme is in only two alternating designs, there was a difference in the ornamental plaques and the furniture used showed a marked variation in each window. This gave to the series a pleasing variety that was further emphasized by the color scheme which was different in each window. The background design as well as the numerous different items of furniture were copied or adapted from authentic examples of Greek architecture and decoration and, as a result, the windows present a front in perfect harmony throughout.

All of the architectural details were carried out to represent silver, antique bronze and other metals, and this metallic effect was softened to some extent by the judicious use of fabrics and colors. These walls were covered with heavy, changeable silk. The colors used were orchid, mauve, lavender, sage, lavender and blue, cream and orange, blue and green, etc. The vertical divisions between the widths of silk were covered with harmoniously colored metallic leaves laid flat. The grill-work, which appeared in all of the windows, were finished in silver leaf lacquered in a variety of tints. The casings, base-boards and furniture were made of lumber and then painted and stippled to give an



THE BALANCE OF THIS DISPLAY BY HENRY SHERROD IS PERFECT.



A GRECIAN SETTING BY HENRY SHERROD FOR STEWART CO.

excellent imitation of antique bronze. The decorative plaques and the doorways were finished to give the appearance of hammered metals. On the floors were placed low bases, a little over two inches high. These also were given an old bronze finish and served to set off the pieces of furniture that were placed upon them. Aside from these platforms, the floors were left bare which was in keeping with the Grecian decorative style.

Of course it was hardly possible to give a Grecian tone to the merchandise. However, the various costumes, hats, etc., were placed according to the ancient Greek laws of balance and decorative composition. Comparatively little merchandise was shown in the windows and the items selected were those that harmonized with the color of the background.

The furniture used in these windows was all designed by Mr. Sherrod from illustrations showing actual specimens of old Grecian tables, chairs, etc. Each piece was copied as accurately as possible, and the little carved embellishments and other minor details were carried out with artistic precision. The finish also was applied with the greatest care. In fact, the workmanship on both furniture and background was handled as carefully as if they were to be used for years instead of only a few weeks. This care in the building of window settings is particularly essential in copying classic designs, as the originals in most instances are of such structure as to have lasted through centuries. For this reason a flimsily constructed copy gives but a poor conception of that from which it is copied.



Notes from New York

Spring Windows of the big stores are unusually interesting—Ecclesiastical suggestions in several windows—A novel drape by Mr. Frankenthal using a Japanese shawl—Mr. Larkin's displays for Wanamaker's are attracting much attention—The season's colors—"Cotton Week" at Macy's



By F. F. Purdy

THE suggestion of the ecclesiastical in the show window without any overdoing of it was specially illustrated at McCreery's and Lord & Taylor's, especially during the pre-Easter displays. This is a beautiful and delicate note that has been struck of recent seasons, and that has been particularly clear this spring. Take McCreery's: The semi-circular drape rising from floor to near window-top in the center of each trio of windows at either side of the entrance was remindful of ecclesiastical altar treatments, as was the border of smilax across the horizontal bottom and along the rounding semi-circular form, and which was gracefully draped to the front at each end in connection with the high candles forward. The three windows on one side were carried out entirely

in orchid and purple, and those on other side in Nile green and yellow. The former (West) had one window given over to footwear, another dresses and a third gloves. There were orchid flowers throughout. The fixtures for shoes and gloves were in this orchid and purple combination. On the other side (East) there was one window of yellow suits, another summer millinery (wax figure in same with hat) and a third yellow silk wraps. Flowers, yellow forsythia trees and natural lilies. The semi-circular background already mentioned in each center window of trio was here of Nile green Georgette bordered as in other center window with smilax. In both center windows, at each end, at back, were two ivory wicker fountains. In the end windows was a bordered effect 8 feet high,



AN INAUGURATION DISPLAY BY R. H. MACY & CO., NEW YORK.



INTERIOR DISPLAY BY H. E. BARTLETT FOR GOLDEN RULE, ST. PAUL.

This interior display was installed recently upon the occasion of an exhibit of Palm Beach costumes and accessories but the setting is so simple and so highly attractive that it might be used, with variations, at any season and to feature any kind of outdoor apparel. A low picket fence was placed around a plot of sand and decorated with spring flowers. In one corner was placed a large tropical tree and other plants suggestive of southern latitudes were scattered about. The figures were nicely placed in this group. A similar arrangement could be made to show sport apparel in an attractive way.

of asparagus fern, from which were suspended different lengths of lavender ribbon at intervals of 6 inches, on which were tied different shades of lavender lilac, creating a novel and original effect. On the other side yellow ribbon was used with forsythia tied on instead. The foregoing was the official Easter showing—most delicate and impressive.

Easter Buying

At Lord & Taylor's the suggestion of ecclesiastical effect alluded to was imparted by a panel at center-back of each window of an antique mosaic. This consisted of a plaque, say 3 or 4 by 7, a fine reproduction of antique mosaic, but painted. In most windows a table was just below, at back, on which rested a big bouquet of lilies, and elsewhere in the window were the candles to complete the effect, with the merchandise, of women's wearing apparel and accessories.

The display managers hereabout, by the way, are at this writing talking about an extension of the period of pushing women's apparel and wearables, because of the continued warm weather, which makes wraps impossible and makes necessary replacing old things with new. Buyers of other merchandise were looking for windows after the Easter millinery and clothing furore was concluded. But the display manager seemed to be much impressed with the idea of women's apparel, accessory and millinery buyers that a continuance of pushing these lines will mean a bigger turnover of merchandise than any other possible policy at the time.

New Frankenthal Drape

Mr. Frankenthal, of Altman's, has put up many fine drapes but a new one was shown up recently in the shape of a drape of a woman's dress made from a sumptuous and beautiful embroidered Japanese shawl. By a Frankenthalian exercise of ingenuity



SPRING SETTING BY O. E. WHEETE FOR HALLIBURTON-ABBOTT CO., TULSA, OKLA.

This is one of a series of windows all of which were designed in the same general style, but each of which was treated in a different color scheme. One window was in lavender and green tints with a tree of highly colored flowers. Another window was in pinks and yellows. A third was all green and so on. The entire display throughout the series was highly pleasing and decidedly effective both in the design and coloring. It will be noted that no show card was used in this window and, in this connection, it may be stated that there is a somewhat general tendency toward the elimination of the card in opening windows.

there was shown a gorgeous robe, with handsome bodice lined with fine silken fringe, and the silk fringe from another part of the shawl hanging appropriately at bottom of the skirt. The rich and heavy embroidery was in handsome motifs, and not in the gorgons and other monstrosities suggestive of the Jap. In the pre-Easter Altman windows a notable feature was the large and handsome urn of unique design in each window, made of plastic composition on the premises by the plastic and woodworking artist, seemingly equal to execution of any conception needed to carry out any ideal. Orchids, lilies of the valley, American beauties, carnations, hollyhocks and poppies were used in the vases and elsewhere in the windows to excellent effect in connection with the merchandise.

Simon Larkin, formerly display manager for Hecht & Co., Washington, D. C., has resigned his position,

and is managing a local window display business on his own account.

Mr. Katz, recently display manager for Abraham & Straus, and later handling the interior decorating department of the Kaufmann store, Pittsburgh, has been in New York for a time. His friends here say that he is contemplating going into the decorative flower business. W. F. Ried, another well-known display man, West and East, is another member of the flower trade here, and F. G. Schmehl has built up in two or three years quite a large and successful business.

Wanamaker's Windows

Mr. Larkin, display manager for John Wanamaker, is doing some excellent work in the big Broadway and Ninth street corner window, and if this space could be transferred far up Fifth avenue it would be of great value and even larger pulling power. This window,



SPRING DISPLAY BY J. A. ROSENBERG, FOR MACWILLIAM'S, WILKES-BARRE, PA.

The color scheme of this display was pale rose, orchid, pale tan, green and gold. The main background surface was Cloister Cloth applied smoothly and in the middle of this attractive neutral backing was a wide panel of shirred green voile across which was hung a garland of pale pink roses. At either side was a painted panel of dancing girls on an orchid

ground. Tall wicker vases were filled with great clusters of orchids and pale pink azaleas. The floor blocks were in green and gold. The merchandise was in pale tints that harmonized with the various details of the setting. This picture shows only part of the front. The remainder was decorated with the same materials and in a somewhat similar style.

one week in March, was turned into "Ye olde Crockery Shoppe," and the ancient place was reproduced to the letter. Visualize this, looking in window from street: Interior of shop, looking toward entrance at rear corner, through door of which could be seen other shops in perspective of a quaint English street. The antique shelving, containing the delft blue china, is skirted along outside of each shelf by the cups hanging on their hooks. The far side of window is occupied by the proprietor's desk or counter, with its ponderous ledger, opened out, and a real antique, as could be readily seen, full of overdue accounts of debtors of ye olden time. Then there is the big ink well, and a quill pen of quite huge dimensions. Near by is an old style lantern which lights the place at night when the boss goes over his accounts. The woodwork is antiqued by a crackling process, the results of which must be seen to be appreciated, and Mr. Larkin has his own method of doing this. The whole scene was a replica of 18th century in England and a classic promoter of the important Wanamaker crockery event.

The following week the same window was turned into a hunting lodge interior, with stone fireplace, wide davenport before it, comfortable chairs upholstered in red leather, high iron lampstands at each side of

hearth, bookshelves with books, deer head above, gun rack and guns, fishing tackle at each side of fireplace, oriental rugs covering floor of main hue matching the red chairs, and a model of a fine old ship stood on table in a corner. Thus this roomy window can be arranged to play many a part, and to the advantage of the home furnishing departments. The front of the Stewart building is coming up in good shape under a new treatment, where there is a continuous similar background that carries the visitor's interest right along. Thus this background consists of plain orchid Georgette or similar cloth combined with a neat figured white, and fronting it the week of March 15 was a series of bridal windows, with one of lingerie, another accessories, another dresses, a fourth a traveling window, with bride ready to go away, trunk all ready packed, and the idea thoroughly carried out. The remaining corner window saw the bride coming through a bower, holding her bouquet, all "ready for the fray" The week of March 22 saw the same background with another set of merchandise windows entirely.

This Seasons Colors

Mr. Beyer, of James McCreery & Co., makes a significant comment on the "procession of colors," which has been passing this season with unusual rapidity.

He says: "Jade and tangerine seem to be giving way more to gray, which has held for some time, and which I believe will move along soon and give way. Bisque will come in in the spring millinery and continue in the ready-to-wear lines and auxiliaries, after which soft shades of yellow look good for succession. While colors are moving back and forth with swiftly passing style vagaries, we display managers must keep closer watch for color than ever, which is naturally much more the case in spring than fall. Objects, forms, etc., are first looked after for displays, but the decision on color is delayed until the last possible date.

The excellent program announced for the March meeting of the New York Metropolitan Display Men's Club on the 21st, at the Bush Terminal Building, brought out a good attendance. Among the speakers were Harry Bernhard, president of the Retail Millinery Association of America; Joseph Mayer, secretary, and J. R. Bolton, business manager of the same organization. Thus millinery strongly flavored the addresses, and very appropriately, as the proper display of this merchandise in windows, and effective decoration and furnishing of the millinery department for special occasions, are fruitful topics for consideration. Another speaker announced represented the important branch of department store trade known as the resident buyers, in the person of Alfred Fantl, president

of the local organization of resident buyers. The officers of the Display Men's Club are John J. Cronin, president; Louis E. Weisgerber, vice-president; secretary, R. E. Jones; treasurer, Charles Vosburg, who has moved to Baltimore, but his place has not been filled at this writing. The trustees are George Rooney, William Tishman and A. D. Hopkins; Program committee, W. F. Wehner, Herman Dultz and F. Johansen; Membership committee, Lawrence McArdle, John H. Beyer and James Gelston; Publicity committee, E. Munn, A. G. Elder and W. D. Hart. This makes a broad and balanced organization, of which some excellent results should spring, and the programs already arranged show some very creditable origination and preparation.

Cotton Week at Macy's

Mr. Malet effected an ambitious staging of Cotton Week at Macy's during the week of April 4, with the windows of the whole Broadway front devoted to this event, featuring ready to wear, fabrics used therein and various household goods like tablecloths, etc. The background of one window showed a great cotton field effectively painted by the artist, and a dozen large cotton plants were in the window in full bloom. Cotton was illustrated in the three stages, cotton growing on the plants, cotton in bulk, and cotton in some of the beautiful fabrics into which it is made. The interior



DISPLAY OF SPORT APPAREL BY WM. WADE HAMPTON, FOR I. MAGNIN & Co., SAN FRANCISCO.

This is a corner window in which a notable feature is the complete absence of display fixtures, excepting the wax figures. At the angle of the background was placed an ornamental garden seat with an arbor effect above. This was liberally decorated with wistaria flowers and delicately tinted foliage. At each of the extreme ends was placed a flower box in which was a fern. There were three wax figures, each of which was

placed in a naturally characteristic pose and on a round wicker table was placed a pitcher of real orangeade with glasses. The floor was covered with imitation grass. Croquet mallets, golf bags and tennis bats were made to serve as display fixtures. Tennis racquets were also made to serve as card holders, the show cards being shaped to fit into the oval of the racquet.



DISPLAY BY JEROME JAFFREY, FOR NEWCOMB-ENDICOTT Co., DETROIT

This was a special display to exploit "Mrs. Harding Blue." It was put in for inauguration week and the drapery furniture, blouses and all accessories were in the same tone of

blue. The lamp shade also was blue. As public interest was centered on the White House at the time, this window came in for a lot of notice.

of the main floor was dressed to remind all of King Cotton, with cotton plants in bloom on top of the ledges, and effective drapes of the made up cotton fabrics in scores of conspicuous places. The week of April 11 the big "Parlor window" on 34th street was arrayed for the special benefit of the suburbanite, illustrating the growing of vegetables and the life of the farmer. The background contained a painted scene with farmhouse and grounds, and in the window vegetables were growing, having been transplanted thither in considerable quantity. The various accoutrements of the tiller of the soil carried at Macy's were also shown in connection. Macy windows are well spoken of. Mr. Malet has gone back to the old plan of dressing the windows beginning at 6 a. m., with time for breakfast, the boys working till 2 p. m., this referring to the window men entirely. The interior men come on at 8:30 and leave at 5:30. The window that was in at Inaugural Week, by the way a notable effort, a life size portrait of President Harding, in center, being surmounted by a canopy effect, with two large American flags at left, and a huge American eagle at right, with taffeta drape of red, white and blue falling from its talons. The background and drapery were of royal blue velour.

The laying of the main floor at Gimbel's with blocks of Tennessee marble has been practically completed, with lengthening of the counters, new bargain squares and a rearrangement of some of the departments, which makes a material improvement here. The entire work of this kind, with all display, is wholly under the direction of Mr. Hopkins.

Display Week in Syracuse

Mr. Weisgerber, display manager of Lord & Taylor, spent a fortnight on a trip as far West as Chicago, stopping off at Syracuse en route home to act as a judge at the annual display week exhibits at that city, prizes for which were announced at a dinner March 18. Many other New York display men have acted as judges at this function, which has been held for several years at this time. Dean Frankenthal was the first, and Messrs. Trewhella, Munn and many others here have taken a turn at it. The other judges with Mr. Weisgerber were Messrs. E. D. Pierce, of Rochester and W. E. Cook, of Buffalo. The Syracuse stores are divided into various classes, with prizes in each class. During the week, which is termed "Display Week," special sales are run by everybody, "Display Week Sales," and the newspapers co-operating, the Syracusans and people tributary thereto are keyed up with interest in the stores and their exhibits, and there is an unusual incentive to come to town and buy merchandise of all kinds. There are prizes for the best advertisements as well as for the best-dressed windows, and the concluding dinner and events leading up to it are played up strongly in the papers. Among those assisting the judges on a special local committee was C. H. Kaletzki, display manager of Syracuse. The foregoing would seem to be an idea that local display men of moderate sized cities, or organizations of them already formed, could helpfully bring before their local Boards of Trade, etc., and adopt, to good purpose, with variations found necessary by local conditions.

Make Your Own Opportunity

FREQUENTLY we hear the success of this or that displayman attributed to "opportunity." "If I had only had his chances, I could have done just as well or better," the little man says in talking about the big one, and he really believes it. Sometimes he may be right, but generally he is wrong. Chance, of course, enters into and has some influence in all forms of human endeavor but chance has had very little influence in the success of most of the displaymen who hold the big jobs and are accomplishing the big things in display work.

If there is one man who has arrived at the top through luck, there are ninety-nine others who got there through hustling, hard work and sheer ability. If they have had opportunities, they have known how to make the most of them. A majority of the most successful displaymen have made their own opportunities. Any displayman who is holding a really big position has earned that position. He knows that dozens of other good men would like to have his job and the only way he can keep them from getting it is to make good, day after day and year after year.

Extremely few big displaymen owe their positions to luck and the one who is "waiting for a chance to do something big" had better get busy

and make for himself the opportunity. Not long ago the writer was listening to a displayman from a small town telling his impressions of the windows of one of the Chicago stores which he had just seen for the first time.

"They're fine displays all right," he said, "but look what the displayman has to work with. No wonder the windows are fine when the man who trims them has all that fine merchandise at his disposal and can spend as much money as he wants to for decorations. If I had the same opportunity, I could do just as well."

The same idea is expressed in about the same terms by scores of inexperienced displaymen, and they believe what they say. If, through some whirligig of circumstance, one of these very confident young men were to be given entire charge of the windows of a big store on Fifth avenue or State street, he might make good his boast—but the chances are ninety-nine to one that he would fall flat. Most big jobs are held by big men—men who have vision, taste, merchandise sense, a high degree of true artistic taste and a lot of executive ability. If a man has all of these, combined with energy and initiative he can go far in display work—lacking any one of these qualifications, he is not likely to get far





AN EXAMPLE OF MR. WEISGERBER'S WORK FOR LORD & TAYLOR.

beyond the small store job. Providing a man has all of the essential qualifications we have enumerated, all that is required to make a success is a chance to get in the show windows and that is not difficult to manage. Success in a big way may come

very quickly to the man who is naturally qualified to handle display work in a big way.

The case of Louis Weisgerber, display manager for Lord & Taylor, New York, is an example of how quickly a man can get to the top in window display if he has the natural qualifications. Less than ten years ago Mr. Weisgerber had never been inside a show window—today he has complete control of the displays of one of the most important stores in the world.

Seven or eight years ago he went to work for Boggs & Buhl of Allegheny, Pa., as a salesman. By chance he was assigned to the upholstering and draping section. Almost immediately his taste and natural skill in combining colors and displaying his merchandise, attracted the notice of some of the department heads. Thus he made for himself an opportunity to decorate his department. Then he was given other departments to decorate. Mr. Weisgerber saw the possibilities of display work and determined to get into the game. His work in the drapery department won him a chance at the windows. He was assigned several windows on a side street. These were not especially good windows and the side street was not very popular with pedestrians. They were good enough for Mr. Weisgerber, however, and in them he was permitted to work out his own ideas. He studied merchandise and went conscientiously to work to master the principles of window display, giving to those side windows the best there was in him.

Conscientious work counts and, in a few months the side street windows were attracting more notice



LOUIS F. WEISGERBER.

than those on the main front of the store. People went out of their way to see these displays and this fact was noted by the management of the store. Thus Mr. Weisgerber made for himself the opportunity to handle the displays in the main windows of the store. In less than two years he was made display manager.

But he did not stop here—he continued to study and improve his workmanship with the result that he “sold” himself, his ability and his display methods to Mr. Peck who was general manager of the Boggs & Buhl store. Some time later Mr. Peck resigned his position with the Allegheny store to go with Lord & Taylor of New York as manager. He took Mr. Weisgerber with him because Mr. Weisgerber had convinced him that he understood the correct principles of displaying merchandise.

It was in the Lord & Taylor store that Mr. Weisgerber made his real opportunity. Within less than a year he demonstrated conclusively that he was fully capable of showing the splendid merchandise carried by this store in a style worthy of the store. Within a few months he became one of the foremost decorators in America. At the recent Silk Week Show held in New York, Mr. Weisgerber made a display that won the commendation of the most critical judges.

Managing Director of the Silk Show, who for the past 20 years has been conducting exhibitions such as those at the Pan-American Exposition, the San Francisco Exposition and others of international importance stated that he had never seen a more perfect display than that made by Mr. Weisgerber at the Silk Show.

This is not written with the view of exploiting Mr. Weisgerber but to point out to the young displayman that it is not chance or opportunity that wins—but hard work and intelligent application.

Mr. Weisgerber attaches the utmost importance to little things and he works just as hard now to improve his methods as he did when he was trimming the side street windows for Boggs & Buhl in Allegheny. He studies designing, color and composition regularly in the Metropolitan Museum. He also confers with the most skilled dress designers as to advance fashions, etc. Ever since he has been in New York he has been in intimate touch with some of the most noted producers of stage effects and artists in every other line. Thus Mr. Weisgerber continues to work and study from the highest sources—and the results show in his windows.

These facts are set down with the view of pointing this moral—If you have real ability, hard work and constant study will develop the opportunity.



SILK DISPLAY BY D. W. MOYER, FOR CHAS. A. STEVENS & BROS., CHICAGO.

The big island window of the Stevens store is admirably adopted for a display of this character, and Mr. Moyer made the most of the opportunity in this instance. The display was made during National Silk Week and was designed to show the raw materials in various stages of manufacture, as well

as the finished product. Explanatory show cards added to the interest of the various exhibits. This window attracted much attention and as it could be seen from all sides, it was viewed by many thousands of spectators. A large vase of flowers was placed in the middle of the window.

II

The small reproduction shows copy prepared and marked for a newspaper ad 10-inches high by 3-columns wide. In newspaper language these measurements are expressed as 140 lines, 3 on. This copy was written on a sheet of letter head size and was roughly laid out to give the printer a general idea of the arrangement. At one side is to be placed a zinc cut and the dimensions are marked

Washington St.—at 63-67 West
Between Dearborn and Clark

on the copy. Two other cuts are used in this ad, the trademark and the signature cut. Both of these are indicated on the copy to show where they are to be placed. The type is all indicated clearly showing not only the styles that are to be used but the sizes as well. The amount of white space to be used between the type and margin is also laid out for the printer.

The other cut shows the ad as the printer has set it up following the directions written on the copy sheet. In correcting the proof the two lines "You get satisfaction or your money back" have been placed under the illustration as an addition to the original copy. On account of the reduction in the size of the ad, the sizes of the type appear much smaller than the sizes marked on the copy sheet.

The ad shown here is a very simple one and lay-

ing it out is not at all complicated. It is a different matter, however, to layout a double page spread where dozens of different departments are each allotted a certain space of exact size and there are twenty or more cuts of different sizes to be fitted in. It is in this sort of an advertisement that an accurate knowledge of type sizes is important.

There are various systems of measuring type-written copy to fit a specified space but most ad-men who prepare copy for newspapers do this measuring by eye or rather by a sort of sixth sense. An experienced ad-writer can tell at a glance just about how much space will be required for a given piece of copy set in type of a specified size. It will help in improving one's judgment in this matter of measurement if one will take type of different sizes and count the number of words in a square inch.



A HANDSOME DISPLAY BY CHAS. VOSBURG FOR HOCHSCHILD, KOHN & Co., BALTIMORE.

The display illustrated here is one of remarkable beauty but the photographer found it impossible to catch the real charm of the setting which depended largely upon the exquisite color scheme and the exceptional beauty of the decorative features. The background was an Empire curtain of platinum grey taffeta hung from silver medallions. In the middle of the background was a mirror made of hundreds of small mirrors set in the manner of a mosaic. The circular frame was beautifully hand carved from wood and finished to give an admirable imitation of burnished, hand worked silver. On the lower part of the mirror frame was a cockatoo mounted on an ornamental cross piece. The bird and cross piece were artistically finished to correspond with the burnished silver frame. Silk flowers and foliage were appliqued over the lower part of the mirror. The mirror was suspended by wide silver straps which terminated in silver tassels and other ornaments. At either side of the

mirror was a silver sconce or candle bracket of exquisite design suspended by a silver strap similar to those used with the mirror. Silk flowers were appliued to the lavender tinted candle shades to correspond with those on the mirror. The floor was covered with a black velvet carpet. The scheme of ornamentation shown in this window was varied in the different windows. In some of them were shown gorgeous lamps and in others there were shades of combined silver and crystal that gave to the settings a richness that is seldom seen in the show window. This is said to be the most pretentious series of windows ever shown in Baltimore and Mr. Vosburg was the recipient of much congratulation. In each of the larger windows there were three spot lights with different colored slides that added to the brilliance of the displays. The photograph gives but a faint conception of the beauty and richness of these windows. The handsome wood fixtures were a notable addition.

Arguments for the Ad-Man

*Little pointers by some of the best ad-writers—
with a few changes they may be made to apply to
any business—work them over to suit yourself.*



A Novel Ribbon Gown.—Charm and novelty combine in our beautiful Spring collection of afternoon and evening gowns for women, and one of the most charming novelties in the assemblage is the very new and fetching Ribbon Gown. It really is Georgette Crepe, in navy blue, its soft plaiting caught into slender silhouette by looped lengths of matching navy grosgrain ribbon, the waist finished with a ribbon girdle. Ribbons and sleeves embroidered with tiny steel beads. Ribbons are freely and effectively used on other gowns. \$135.

Other gowns for afternoon and evening, \$55 to \$250.

The New Embroidered Coat Ushers in the Mode Magnificent.—Superb with decorative motifs of tinsel, silk or wool, it has "arrived"—the newest sensation in the world of fashion. You may be sure we have anticipated its instant vogue with a collection as varied as it is beautiful. Wraps of black satin, or of cashmere duvetyne, marvella and orlanda, in the new spring shades—regal and sumptuous effects in heavy designs of gold and silver or of gray wool, chenille and silk. Some with French knots in all-over embroidery or further enriched with bands of summer furs. The new tricotine wraps in charming tailored models. A wealth of lovely styles and moderate prices. \$55 to \$250.

A New Sports Blouse to Catch Your Fancy in Its Silken Mesh.—Introducing to you the very latest sports silk for Spring, "the Fisher Maid," from the looms of a famous silk creator. Dyed in shimmering sea-shades on an open mesh like that of a fisherman's net, and fashioned in a charming overblouse with collar, cuffs and sash of Georgette crepe. Color combinations that defy description, infinitely soft and lovely, lustrous hues. And very moderate in price. \$10.

Women's New Spring Wraps and Coats, \$68.00.—Wraps are to be free and untrammelled this Spring—restrained occasionally by a belt, perhaps, but as breezy in line as Spring itself. The new supple fabrics have been chosen to develop them—including Velmirage and Ramona—in these fascinating colors—Sorrento, Hindustan, Slynx, Ostrich and Aquamarine. Handsomely silk lined.

Women's Black Satin Coats, \$75.00.—Never has anything captured feminine fancy more completely than these charming coats of lustrous satin. They serve a multitude of purposes—and can be worn anywhere—at any time. Two delightful models are awaiting your choice—each the last word in styling—each lined with soft silks that contrast perfectly.

Silk Mignonette Blouses at \$9.75, Regularly \$19.75.—The silk over-blouse so prominent in Fashion just at present is a positive necessity for your Spring wardrobe. You will be delighted with this lovely collection of Mignonette blouses, lavishly braided and embroidered to give richness. Long sleeved models, with splendidly shaped collars, in brown, black, navy and bisque to assure a becoming shade.

Priscilla Blouses.—Distinguished by their rounded, demure collar and cuffs. They come in the loveliest Spring colors of tricolette,—sparrow, navy, tomato. Priscilla blouses in the warm wool jersey, too.

Rust Red Georgette Overblouses.—For the matinee or club meeting days, when one wants something to "dress up" in. Rust combines beautifully with navy blue; likewise with every complexion. \$12.50 to \$18.75.

Hand-Made Blouses seem to be appreciated more and more every day. Somehow there's a touch to hand-made blouses that those made by machine cannot seem to achieve. And the best of them is that they are as low-priced as machine-made blouses now—\$3 and up.

Imported Lingerie Blouses.—Have a dainty freshness about them. They feature prominently among the new modes for Spring. Over-blouses which "slip on" and regulation blouses with frills add greatly to the effectiveness of the new suits. We picture an over-blouse of batiste with a long frilly collar ending in a tie. It has no sash, but instead buttons snugly around the waist. In flesh, rose, reseda and rattan. Sizes 34 to 46.

Untrimmed Hats With Georgette Facing at \$3.49.—Women, clever in the art of trimming their own Hats, will appreciate this extraordinary sale because it includes the smart and lovely shapes of spring that are already faced with Georgette crepe. The braids are the new silk straws and in the greatest variety of shapes, the new Directoire poke, the mushroom, and off-the-face effects. The assortment offers such charming colors as gray, henna, pheasant, Pekin blue, navy, browns and black.

The New Hats.—It is difficult to say just what shape Fashion most desires in her hats, for Spring for there are many large models, usually with irregular brims, and there is an equal number of small close fitting hats. Paris Milliners agree, however, that drooping trimmings—flowers, fruits, feathers and veils—will be prominent features. The hat illustrated is Milan straw faced with silk. The brim turns straight up in back and from it long vulture feathers droop over the side. \$47.45 including tax. Other copies of Paris models, \$25.50 and up.

Spark Red.—Is the name of the cheeriest, most vivid new hat color that has come to brighten your navy blue Spring suit. More vivid than geranium, more red than tangerine—that tells you just where it fits in the color chart.

Directoire Hats.—Turned off the face with saucy abruptness, sometimes tapering to either side in the well-recognized Napoleonic style, sometimes made even higher by upstanding cockade or bow.

Black Hats.—Promise to be high favorites for mid-season. Black has an important essential advantage in common with the other favorite, gray—it can be worn with any color.

Rules of the I. A. D. M. Contest, 1921

DISPLAY men contemplating entrance in the Annual Contest of the International Association of Display Men for the year 1921 will find few changes in the general rules governing this great competition. The conditions printed here should be read carefully and in entering photographs contestants should rigidly observe the rules in order that prizes may be awarded on merit rather than through default or careless regard for the rules.

No photographs larger than 10x12 will be accepted. All photographs must be at least 5x7, but the larger size is preferred.

Fictitious names or nom-de-plume will again be eliminated. Contestants need only enclose their names and addresses in the package and the Secretary will make the necessary records so that the judges will not know the identity of the contestants.

Following are the rules governing the contest:

RULE 1—All members in good standing are eligible to enter photographs, sketches, drawings, show cards, etc., in open classes.

RULE 2—Members in good standing who have not won more than two first prizes in previous contests of this Association are eligible to enter photographs, sketches and drawings in the limit classes.

RULE 3—A committee of twelve judges shall be appointed by the President to judge the classes, as follows:

Three judges to judge Classes Nos. 1, 2, 3, 4, 5, 6, 7, 8, 9, 10, 11, 12, 32 and 40.

Three judges to judge Classes Nos. 13, 14, 15, 16, 17, 18, 19, 20, 23, 31 and 41.

Three judges to judge Classes Nos. 21, 22, 24, 25, 26, 27, 28, 29, 30, 33, 34, 35, 36, 37, 38, 39 and 42.

The above nine judges to judge Class 43, known as the Sweepstakes Class.

Three judges to judge the show cards.

RULE 4—All competing matter must be work that has been executed between the 23rd and 24th Annual Conventions of this Association.

RULE 5—All awards to be made by comparison.

RULE 6—Show cards and price tickets must be work that has been used in window or interior displays (except air brush designs, Class No. 46) and must be the work of the member entering it.

RULE 7—The judges shall reserve the right to reconsider their verdict should the occasion warrant the same.

RULE 8—A photograph shall be entered in only one class. The same photographs cannot be entered in two classes, nor can it be entered in both the open and the limit classes. A single photograph may be entered in any one class and a duplicate print may also be one of the collection in the Sweepstakes Class.

RULE 9—All photographs entered shall be in black and white only.

RULE 10—All photographs, sketches, drawings and cards shall be distinctly marked with the number and class in which they are entered, for example "Class 10—Open," "Class 16—Limit."

RULE 11—All signs or marks of identification on matter entered shall be erased or covered over. Otherwise it will be disqualified.

RULE 12—The name and address of the contestant shall accompany the package for identification by the Secretary, who will number and keep a record of each article entered.

RULE 13—Contest closes Saturday, July 9, and all matter should be in the hands of the Contest Clerk previous to that time, to avoid disappointment. Send packages by parcel post or express, prepaid.

RULE 14—All matter entered in this contest shall become the property of the Association to be used for educational purposes. Duplicates not winning prizes to be returned to owners.

RULE 15—In case of a tie in points in either of the Grand Prizes, the Executive Committee shall review the entries of the contestants affected by the tie and decide the winner.

RULE 16—No photograph or drawings will be accepted larger than 10x12. Mount photographs lightly at the corners only. Inexpensive mounts are preferred, as these will be destroyed and the photographs remounted in portfolios for preservation and educational purposes.

RULE 17—The title of Champion shall be conferred upon any member winning three hundred points, or more, in at least two or more annual contests of this Association. A suitably inscribed gold metal shall be awarded to all such members.

The Classes and Prizes

CLASS 1—For photograph of best window display of women's wear (cloaks, suits, dresses, wraps, waists, skirts, etc.).

CLASS 2—For the best window display of piece goods (silks, dress goods, wash goods, etc.).

CLASS 3—For photographs of best window display of millinery.

CLASS 4—For photograph of best window display of furs.

CLASS 5—For photograph of best window display of linens.

CLASS 6—For photograph of best window display of infants' wear.

CLASS 7—For photograph of best window display of lingerie or muslin underwear.

CLASS 8—For photograph of best window display of corsets.

CLASS 9—For photograph of best window display of handkerchiefs.

CLASS 10—For photograph of best window display of ribbons.

CLASS 11—For photograph of best window display of women's neckwear.

CLASS 12—For photograph of best window display of notions.

CLASS 13—For photograph of best window display of toys.

CLASS 14—For photograph of best window display of knit underwear or hosiery (men's, women's or children's).

CLASS 15—For photograph of best window display of men's clothing.

CLASS 16—For photograph of best window display of boy's clothing.

CLASS 17—For photograph of best window display of hats or caps.

CLASS 18—For photograph of best window display of shirts.

CLASS 19—For photographs of best window display of men's furnishing goods.

CLASS 20—For photograph of best drape. (This class is to bring out new drapes, on forms, figures, fixtures, or any new ideas or propositions. These are to be photographed separately from the window displays and not to be confused with Class No. 2 of this contest.)

CLASS 21—For photograph of best window display of books, stationery, sheet music, pictures, etc.

CLASS 22—For photograph of best window display of jewelry, cut glass, china, art ware, etc.

CLASS 23—For photograph of best window display of sporting goods.

CLASS 24—For photograph of best window display of hardware, gas or electrical fixtures, woodenware, house furnishings, etc.

CLASS 25—For photograph of best window display of musical instruments and accessories.

CLASS 26—For photograph of best window display of carpets, rugs, draperies, curtains, etc.

CLASS 27—For photograph of best window display of furniture.

CLASS 28—For photograph of best window display of drugs, druggists' sundries, toilet goods, patent medicines, cigars, tobaccos, etc.

CLASS 29—For photograph of best window display of groceries, provisions, confectionery, etc.

CLASS 30—For photograph of best window display of luggage, leather goods, etc.

CLASS 31—For photograph of best tableau or patriotic display. (There are many special displays arranged to co-operate and give publicity to some national campaign, civic or charity function, memorial displays, etc. These are valuable and the Association encourages them.)

CLASS 32—For photograph of best window display of women's shoes.

CLASS 33—For photograph of best window display of men's shoes.

CLASS 34—For photograph of best booth or interior decoration of store or public building.

CLASS 35—For photograph of best decorated float or automobile.

CLASS 36—For photograph, pen and ink drawing or water color sketch of best post, table or ledge display.

CLASS 37—For best pen and ink, pastel or water color sketch, offering a suggestion for a window background. (Award to be made on execution.)

CLASS 38—For best suggestion for a window display, to be worked out in pen and ink, pastel or water color sketch. (Award to be made on originality and practical ideas advanced. This class is to draw out the new ideas in arrangement of merchandise, or suggestion for method or idea of connecting up window displays with advertisements, songs, or pictures.)

CLASS 39—For best drawing or sketch offering a suggestion for a float.

Prizes in Open Classes

First Prize in each of the above classes is a silver medal and 15 points on Grand Prize.

Second Prize in each of above classes is a bronze medal and 10 points.

Third Prize in each of above classes is a ribbon and 5 points.

Limit classes to be in duplicate of first 34 classes.

Prizes in Limit Classes

First Prize in limit class is a blue ribbon and 10 points.

Second Prize in limit class is a red ribbon and 5 points.

Third Prize in limit class is a green ribbon and 3 points.

CLASS 40—SWEEPSTAKES CLASS—For the best collection of twelve photographs of window displays of any kind of merchandise. (This class is intended to get the best average of a display man's ability.) It is urged that contestant show as many different lines as possible.

First Prize, a silver loving cup and 35 points.

Second Prize, a silver medal and 25 points.

Third Prize, a bronze medal and 15 points.

Honorable Mention—Each member awarded an honorable mention shall be awarded a ribbon and 5 points.

Card Classes

CLASS 41—For best five pen lettered cards. None to exceed a half sheet in size. Any color, any style of lettering, any kind of pen may be used. All work to be executed with a pen of some kind.

CLASS 42—For best five brush lettered cards. None to exceed a half sheet in size. Any color, any style of lettering. But all must be executed with a hair brush and no air brush may be used in this class.

CLASS 43—For the best five air brush designs, suitable for show cards and price tickets. Any size or color. It is not required that these cards be lettered, as award will be made on the air brush execution and design.

First Prize in each of the above three classes to be a silver medal and 15 points.

Second Prize in above three classes to be a bronze medal and 10 points.

Third Prize in above three classes to be a ribbon and 5 points.

CLASS 44—For the best collection of ten show cards, any size, any shape, any color, any material or combination may be used. Lettering may be done with any kind of a brush or pen, or combination.

First Prize, a silver loving cup and 25 points.

Second Prize, a silver medal and 15 points.

Third Prize, a bronze medal and 10 points.

Honorable Mention—For each honorable mention a ribbon and 5 points shall be awarded.

GRAND PRIZE—A beautiful silver loving cup will be awarded to the member winning the greatest number of points in this contest.

CAPITAL GRAND PRIZE—A magnificent sterling silver loving cup will be awarded to the branch association whose members collectively win the greatest number of points in the contest. Cup to remain the property of the Association winning it any three times. The Association winning the cup to have the name and year only engraved upon the cup, and to have the custody of it until the next regular convention or forfeit \$200, the value thereof.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

COMBINING

| | | |
|---|---------|------------------|
| "Harmon's Journal of Window Dressing" | - - | Established 1893 |
| "The Show Window" | - - - - | Established 1897 |
| "The Window Trimmer and Retail Merchants Advertiser" | - - - - | Established 1903 |
| "Merchant and Decorator" | - - - - | Established 1905 |

Published on the Fifth of Every Month by

The Merchants Record Company

J. F. Nickerson, President and Manager.

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T. A. Bird, Editor.

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City Office, Room 511, No. 163 West Washington St.

Telephones, Austin 1303 - 1304

EASTERN OFFICE: Suite 5001 Woolworth Building, New York City
Telephone 7363 Barclay

OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

****In transmitting photographs see that full postage is prepaid, otherwise they may go astray. Descriptive matter should NOT be enclosed with photographs unless full first-class postage is paid. Mark photographs for identification only, and send description in separate letter.**

****Contributors of photographs should obtain duplicate prints if desired for their own use, as photographs entered in contest cannot be returned.**

****When ordering change of address, subscribers should give both OLD AND NEW ADDRESSES to insure proper recording on our mailing list.**

****Copy for advertisements should be in the publisher's hands not later than 20th of preceding month to insure position in current number.**

** Copyrighted by the Merchants Record Company*

April, 1921

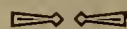
Courtesy.

COURTEOUS employes are one of the most valuable assets any store can acquire. Everyone appreciates courtesy and a sincerely polite salesman quickly gains a following that is worth much to the store. Courtesy begets courtesy and it will be noted that the courteous salesman gets fewer complaints and has fewer arguments with customers than the salesman who is inclined to be snappy and short in his answers.

Most stores keep hammering away to their employes on the subject of courtesy but the results secured are in most cases negligible. Salespeople read rules as to courtesy and listen to lectures and then forget all about them. The trouble is, the matter is not put to them in such a way as to make them remember.

Courtesy is largely a matter of thoughtfulness—of remembering to be polite and agreeable to the customer, and the best way to insure courtesy is to impress upon the sales force the fact that the polite treatment of customers means money to the store and money to the individual salesman.

Why not make courtesy one of the important factors in giving salary increases or making promotions? Some stores give weekly or monthly prizes for politeness. Of course, the awarding of such prizes is necessarily a haphazard matter but the idea is sound. The fact that a prize is given every week or every month will get salespeople to talking. It will also get them to thinking about courtesy, and that is half the battle. This is worth considering.



SOME person of more than ordinary wisdom has cleverly described genius as "an infinite capacity for taking pains" or words that mean the same thing. There is more truth in this expression than in most epigrams and it applies to "genius" in window display as well as in any other art, craft or science.

Good window display is largely a matter of taking pains. The best displays are the result of careful study and patient work. Everyone can't be a genius but we can all be conscientious, careful workmen.



ONE of the most noteworthy features of show window displays is the wonderful improvement that has taken place within the past few years. It is very evident that the merchant at least appreciates that window display is an exceedingly good investment. Whereas a few years ago he begrudged every dollar spent for displays, he now is looking for the best he can buy both in services and decorative materials.



ART GALLERIES offer endless inspiration and suggestions to the display man. There is an art gallery in every large city, yet there are some display men who seldom or never visit them. That opportunity should not be overlooked. The next time you are in Chicago, New York, or any other big city, it will pay you to spend a day looking at pictures.



THE rug section of the Marshall Field & Company store has what is called the Colonial Corner. This is an accurate reproduction of an old Colonial room with its quaint wall paper, the turkey-wing duster by the fireplace, candlesticks and other characteristic furnishings. The purpose of this corner is to furnish a suitable setting for a line of hand-hooked rugs in Colonial style that is being featured.

Our Roll of Honor

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers: petition. Awards for 1921 have been made as follows:

F. E. Osgood, Newman D. G. Co., Oklahoma City, Okla.
J. E. Lafferty, J. M. Kaufman & Co., Champaign, Ill.
E. R. Dean, The Dayton Co., Minneapolis, Minn.
J. A. Rosenberg, MacWilliams, Wilkes-Barre, Pa.
A. S. Morash, Timothy Smith Co., Roxbury, Mass.
Orval D. Peterson, R. C. Beach Co., Lewiston, Idaho.
Harry Osmer, D. Goldring, Shreveport, La.
Jos. J. Ambrose, La Mode, Dallas, Tex.
Cecil Connel, Adler's & Co., Lebanon, Ind.
Curtis L. Farrell, Davidson's, Hattiesburg, Miss.
Fred B. Waldo, C. F. Hovey Co., Boston, Mass.
H. L. Kramer, C. K. Whitner & Co., Reading, Pa.
H. H. Hoke, Frankenberger Co., Charleston, W. Va.
Matt Markusich, Saul Wolfson D. G. Co., San Antonio, Tex.
George W. Johnson, Fantle Bros.-Danforth Co., Sioux Falls, S. D.
Jerome Jaffrey, Newcomb-Endicott Co., Detroit, Mich.
John Janesen, Golden Rule, St. Paul, Minn.
John H. Gray, John D. Van Allen & Son, Inc., Clinton, Ia.
O. E. Wheete, Halliburton-Abbott Co., Tulsa, Okla.
Jos. J. Ambrose, La Mode, Dallas, Tex.
C. Dixon, Collinson & Cunninghame, Ltd., Palmerston North, N. Z.
Oliver J. Gulick, J. H. Gulick & Son, Morett, Mo.
Frank Stevenson, Ball & Co., Plymouth, Ind.
Ernest E. Campbell, A. Hamburger & Sons, Los Angeles, Calif.
Wm. Rocheleau, Rosenthal's, Petoskey, Mich.
H. C. Oehler, W. A. Wieboldt, Chicago.

Chicago Special to St. Paul

ALL displaymen who expect to pass through Chicago on their way to the St. Paul Convention are cordially invited to go by way of the Chicago, Milwaukee and St. Paul on a special train that has been arranged for by the Chicago Display Equipment Manufacturers' Association. This special will have both compartment and regular sleeping coaches as well as a diner and other special equipment.

Displaymen wishing to make reservations for this train should address Sid Kling, president Chicago Display Equipment Manufacturers' Association, 327 South Clark St., Chicago.

Our Monthly Contest

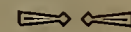
MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
Joseph J. O'Brien, Cleveland, Ohio
Wm. Wade Hampton, San Francisco, Cal.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



WINDOW displays showing how furs are handled was an interesting feature conducted by a store in Utica, N. Y. In the windows was shown a practical demonstration of the various steps in pelts from the time they are taken from the animal until ready for the human wearer.



Our Service Department

Please send us any information you may have covering the subjects checked on the following list:

- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Card and Mat-Boards. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Wax Figures. |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wood Carvings. |
| | <input type="checkbox"/> Wax Figure Repairs. |
| | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

We expect to build (.....) Remodel (.....)

Name

Address

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.

How to Make Show Cards

Practical instructions covering the fundamental principles of the department store card writer's work with suggestions from experienced show card men as to the best methods and tools to use.

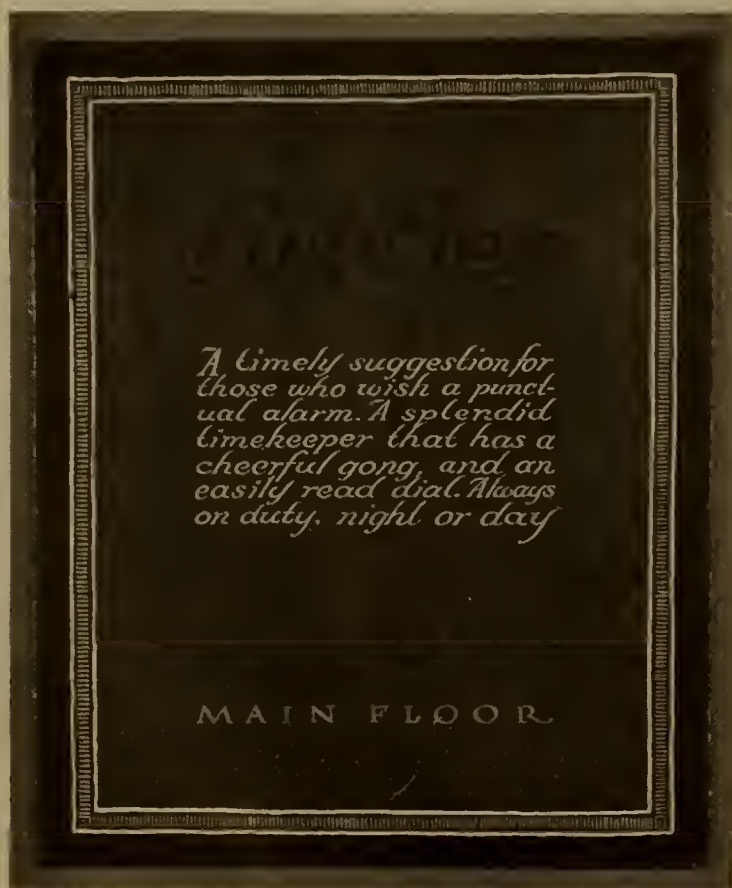


Conducted by G. Wallace Hess

This department is a regular feature of Merchants Record and Show Window. All of our readers are invited to submit as many questions as they like. Inquiries received prior to the twentieth of each month will be answered in the following issue.

MORE inquiries are made about a good black ink to use with text and speed ball pen. This topic has been covered pretty thoroughly in the past, but new readers and those not satisfied with inks they are using evidently want more light. Another source of complaint is where india ink cracks off white cardboard.

As I have often remarked before, one of the best blacks made for text, music or ball pens is a home-made "hootch" of about one-fifth black letterine and four-fifths eternal or engrossing ink. Best way to do is to get a tall one ounce pomade screw-top jar and mix up enough at a time to last two or three days.



A CARD BY E. W. CALVIN



AN EASTER CARD BY E. W. CALVIN

Another inquiry asks about pen white. It is extremely hard to get a good blackboard west of the Alleghanies. Down around Philadelphia and the New England states it is plentiful. To do really good pen work with white, one should have a waterproof black board. The ordinary black mat board does fine for brush work, but for the pen, it's hard on the nerves. When I have to do any really careful white lettering for reproduction, that is, for magazine ads, advertising blotters, et cetera, I find the best way is to take a sheet of good plated bristol board and give it a couple of coats of black waterproof india ink with a large brush or spray with air



The Power of the Show Windows

Is so great that a merchant cannot afford to experiment with his windows or neglect them.

He must place them in the hands of the most expert display men he can procure.

There is a real scarcity of this type of expertly trained men. The Koester School (with which has been combined The Economist Training School of New York) has had over 10,000 graduates in the past 15 years. We find, however, that a very large percentage of these graduates have advanced to the ranks of successful merchants, store managers and advertising men.

Well trained men are needed to take their places and to take the new positions that are continually opening up.

Window Trimmers Wanted

To fill well paying, responsible positions, The Koester School trains you for just this kind of position. It gives you training in a few weeks that takes years to obtain by any other method.

The shortest road to success in any profession is by study.

This is especially true of Window Display Advertising and Card Writing.

The best education you can get in the above subjects is at the hands of the best men in each profession who will give you personal instruction and assistance.

The Koester School has the best known and most successful Display Men as teachers. The man that has reached the top of the ladder knows how to show you the way.

Decide NOW to DO

the thing most necessary for your complete and early success.

Write today for literature and decide which course you want to take, and get your enrollment in for one of the early classes.

Be a Display Man that can "DO" things.

THE KOESTER SCHOOL

314 S. Franklin St., Chicago

----- USE THIS COUPON -----
THE KOESTER SCHOOL

314 S. Franklin St., Chicago, Ill.

Messrs: Please send me full information on all your classes.

Name
Store
Town
State

brush. When dry (thoroughly dry and the paper hard again) it is ready to letter. If your light strikes all right, black lines can be seen on the black board, but instead of straining the eyes, I advise the use of a yellow pencil, sharpened to a flat chisel edge.

Where quality is desired, get your white tempered right and thoroughly stirred. Dip pen in color, then remove it. Now lightly touch the extreme tip of pen to the very top of color in jar and all surplus white will jump back to jar. Provided the pen starts "to work" right off with a black ink and does not work with white, it is nearly certain that the color is too thick or that there is too much mucilage in the color. Other opaque colors may be handled in the same manner.

be left in the can when the cover is pressed down tight.

You have a four by six print to paste down. Lay the print down where you are to paste it. Sketch around the print lightly with a pencil, a little larger than print. Get some register marks to get the print in the exact position you want it. Pick up print. Apply a thin, even solution of cement over its back. Now lay this aside. Put another coat on the surface where you are going to mount print, going outside the pencil outline of print. When these two surfaces are perfectly dry—not a wet spot remaining—just press the print down in the right place; smooth down evenly, and you are done. No buckling, no weights, no curling up. It follows that a thin, even coat will dry quicker than a big smear.



MAKING HORIZONTAL AND VERTICAL BRUSH STROKES BY C. J. NOWAK.

Where one has a great deal of pasting to do, that is, the pasting down of pictures or drawings where cuts are to be made, instead of fooling around with paste, glue or mucilage, the better way is the engraving house or artist's way of mounting. Rubber cement is used for the purpose. The same goo-goo you used to put patches on the inner tube of your bicycle tire when punctured, "way back when" in the days of real sport. A quart can of rubber cement sells for about a dollar thirty-five. It must be thinned a little with benzine and stirred well. The best way is to get an empty quart syrup can with press top; pour some cement in this, thin a little with benzine. Get a short handle flat brush in a dime store; cut off the handle so it can always

All you want is a thin, even covering of cement on two surfaces. The cement outside edges of print is "rolled" off with art gum. For mounting photographs this method is unequalled. A good job is always assured.

Again, I am often asked how I get such clean, sharp strokes in black pen lettering. This comes from years of practice. A good thing to do with waterproof india is to thin a trifle as directed on wrapper of bottle. Distilled water with four drops of ammonia to an ounce of water must be used. Add no other inks, gum or mixture of any kind to india ink, bearing in mind that the solution above must be used for black waterproof always. For general drawing ink use distilled water only.



Strong's

CELEBRATED BLUE HANDLE BRAND BRUSHES AND SUPPLIES

SEND FOR A COPY OF OUR 1921
SUPPLY CATALOG



SHOW CARD BRUSHES SET OF FIVE POPU- LAR SIZES, 3, 6, 8, 10, 12\$1.00

One-half regular price (\$2.00)
during month of April.—Order
now and you won't be disap-
pointed.

COMPLETE CARD-WRITER'S OUTFIT

Glance over the list below, and you will note that this outfit contains every essential tool and material needed in the daily work of the card-writer. Goods included are the best possible to obtain. You effect a saving of just 15% by buying an outfit in this manner.

SPECIAL PRICE COM-
PLETE \$10.00
Freight or Express



A Practical Outfit

Outfit consists of

- | | |
|--|---|
| 1/2 pint Bissell's black. | 1 Bottle Shading Pen Ink. |
| 2 oz. jar Carter's white. | 1 drawing pencil. |
| 2 oz. jar Carter's red. | 1 2 oz. bottle Mucilage. |
| 2 oz. jar Carter's blue. | 1 square Art Gum. |
| 2 oz. jar Carter's yellow. | 1 Stencil, Mat and Beveller. |
| 1 oz. Flitter Brocades. | 50 sheets 8 ply card-board |
| 1 each Round and Square Speed- Ball Pens. | \$2.00 set of Show-Card Brushes, sizes 3, 6, 8, 10 and 12, as pictured in this "ad" |
| 1 solid Marking Pen. | 1 Air-Pencil Outfit (including Gold Bronze Relief Bulb, Compound and Adhesive.) |
| 1 oz. Diamond Dust. | |
| 1/2 dozen Asst. Soennecken pens. | |
| 1 Ink Retainer. | |

NEW LOW CARD BOARD PRICES

DIRECT MILL WAREHOUSE SHIPMENTS

| | Per 100 sheets | Per 50 sheets |
|---|----------------|---------------|
| 6 ply coated one side, white, 22x28.... | \$6.30 | \$3.65 |
| 6 ply coated two sides, white, 22x28.... | 6.60 | 3.80 |
| 8 ply coated one side, white, 22x28.... | 7.20 | 4.10 |
| 8 ply coated two sides, white, 22x28.... | 7.50 | 4.25 |
| 10 ply coated one side, white, 22x28.... | 8.30 | 4.65 |
| 10 ply coated two sides, white, 22x28.... | 9.50 | 5.25 |
| 6 ply coated two sides, red, pink, orange, green, yellow, 22x28..... | 7.00 | 3.85 |

No Charge for Crating—Samples on Request—Prices F. O. B. Warehouse

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST.
DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

International Association

of Display Men

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Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

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Detroit, Michigan.
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A Message from Millward

THE Saint Paul Convention committees realize that we are getting into the home stretch and you can expect a burst of speed from now on that will assure this Convention coming under the wire a winner by a big margin. Everyone has put their shoulder to the wheel and the results, I believe, will be apparent to all next July. There has been no let up in our work and planning but rather increased enthusiasm as the days go by. In this article I want to emphasize the educational features more than anything else, not that the other very necessary features need less thought and preparation but I believe that the majority of display men attending our Convention come more for the educational features than, perhaps, anything else and, therefore, are more interested in what is being done along that line, and I can truthfully say that the educational features this year will be more beneficial and better staged than ever before.

We have been agreeably surprised at the number and standing of the men who have signified their desire to appear on the platform of this Convention. The printed program which will soon be out will prove this statement.

And now a word in regard to the method of displaying and demonstrating. I believe that we have all felt that something has been lacking heretofore when witnessing the many fine demonstrations at other conventions. The demonstration or display did not look as complete and finished as we could have wished and I, myself, have heard members say, "I certainly would like to see just how that drape would look, or how that merchandise would be grouped in a real honest-to-goodness window." Well, fellows, that is just what we are going to give the demonstrator this year—a real window with all the fixings, in fact, several of them.

It can be readily seen that the demonstrator will feel more at home with the proper surroundings and it certainly will be an incentive for him to do better

work as any practical display man can realize and appreciate, and how much better it will look to the audience and how much more can be learned by seeing a display carried through to a finish, for it is not only necessary to be able to handle or drape the merchandise as the case may be, but it is just as essential to know just where to place the different articles of merchandise so that one will help the other and help to properly balance the display. The grouping of the merchandise will, in a great many cases, make or mar a display and again the treatment of the back ground and placing of flowers, foliage and other accessories can be brought out to much greater advantage, and certainly much can be learned by us in that direction.

I believe in floral decorations but, nevertheless, I have seen windows that have been hurt by the use of them rather than helped for the reason that they had not been properly placed and properly arranged. There is nothing to my mind more beautiful or more attractive than the introduction of floral units in a display if they are wisely used. They are the highlights of the display and great care should be taken in the placing of them, and, also, in the coloring so that the window when finished will be a harmonious and pleasing picture that will attract and create that desire to purchase which is, after all, the main object of the display.

That is precisely what you are coming to this Convention for, to improve yourself and to meet the other fellow and see how he does things so that when you return to the job you will find yourself better fitted and with a greater appreciation of what your position is and the many advantages you have to make your windows a greater selling force in your organization than they have, perhaps, been heretofore. The proper display of merchandise is not an easy game and success is only attained by constant and diligent effort and in keeping a little abreast of the times and styles. The public is watching the display man's work more so than ever

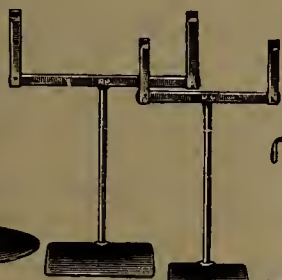


Show Prices and Increase Your Sales

Our Stock of Card Stands Is Complete



H/332A



H/331



H/330



H/333



H/336



488D



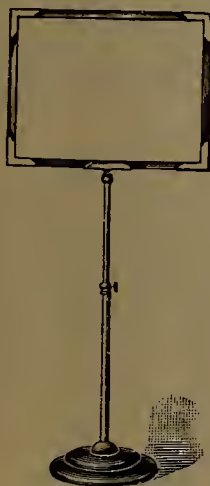
H/315



H/314A



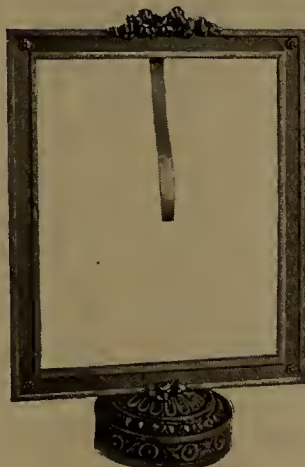
H/321



489



492



C/817



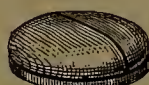
N/511



489/Col.



491



491L



491K



N/510



488C

Write for prices and full particulars

Ask for the Modern Metal Finish—Satin Nickel

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th St., New York

BOSTON
26 Kingston St.

CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

today and our work is being recognized as never before as an agency that tends to make the window and store an uplift in the community.

And to that end we, again, invite you to come to Saint Paul next July the 11th, 12th, 13th and 14th and partake of the many things that will be of benefit to us all as display men. LET'S GO!

B. J. MILLWARD.



President Wendel in Chicago

PRESIDENT CHAS. L. WENDEL of Detroit, visited Chicago last month in the interest of the International Association of Display Men and held a number of important conferences in connection with his plans for the approaching St. Paul convention. He has shown exceptional ability as an organizer and has the whole situation so well in hand that he promises the greatest convention that has ever been held by the I. A. D. M.

President Wendel has completed all preparations for an intensive campaign that will be addressed to merchants to influence them to send their display men to the convention. He has prepared a series of strong letters and has been given the full co-operation of some of the leading merchants of Detroit and other cities. In this connection he feels that it is incumbent upon the display man to impress upon his employer the importance of the annual convention of the display men's association as an educational factor.

"For example," says President Wendel, "the display man who attends a local or state meeting such as they are to hold in Toledo, Ohio, and Hutchinson, Kansas, next month, should, immediately upon his return home, explain and demonstrate to his employer that the meeting has helped him in his work. He should use every effort to impress upon the merchant the fact that an educational convention such as the St. Paul meeting represents to the display man an opportunity for self-improvement that is worth many times what it costs to send the display men to the meeting. If all display men will make a point of demonstrating to their employers the real instructive value of conventions, merchants will gradually be educated to the fact that there is only one businesslike course for the storekeeper to follow and that is to send his display man to the annual convention every year."

With reference to reduced railroad fares, Mr. Wendel stated that arrangements have been made with all of the Passenger Associations of the United States, with the one exception of the New England Passenger Association, to make a one and one-half fare rate for the round trip. This, the display man should note, means that a certificate should be obtained when the ticket is bought. This certificate is to be vised by the ticket agent in St. Paul and the return ticket will be sold for one-half fare.

During the coming months, President Wendel will get in touch with practically all of the display men of the United States and Canada. At the present time he requests the correct names and addresses of all local associations and a list of the officers of each. Local secretaries are requested to send this information as promptly as possible to Charles L. Wendel, care J. L. Hudson Co., Detroit, Mich.



Special from Southwest

THE Saint Louis Display Men's Club will run a special train from St. Louis to St. Paul for the Convention this summer. The train leaves St.

Louis at 11:35 p. m., July 9th, over the C. & E. I. to Chicago thence to St. Paul over the C. & N. W. It will be an all steel Pullman train with lounge-grill cars. The St. Louis fellows will have a "jazz" band on the train to furnish music.

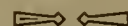
They have very kindly extended an invitation to the boys in the Southwest to join them and we have accepted. I have made arrangements for a through Pullman from Fort Worth to St. Paul, leaving Fort Worth at 4 p. m., July 8 (Friday), over the Katy, connecting with the DISPLAYMEN'S SPECIAL DE LUXE at St. Louis. There will be no extra charge for this accommodation, but they do require at least 25 full fare tickets.

An urgent invitation is extended to any of the boys of Texas, Arizona, New Mexico, Nevada, California, Colorado, Louisiana or any other adjacent state to make the trip with the Fort Worth crowd, joining the St. Louis Special. I will be glad to make reservations for any displaymen who desires this service. It will be necessary to act quickly, however, if reservations are to be made and I be notified at once.

Displaymen wishing to join us at Fort Worth to connect with the St. Louis Displaymen's Special should be certain that their tickets read Fort Worth to St. Louis via M. K. & T., C. & E. I. to Chicago and C. & N. W. to St. Paul. As Ben Millward says, Let's go!

A. L. MEADOWS,

Care Washer Bros., Fort Worth, Tex.



Secretary's Report

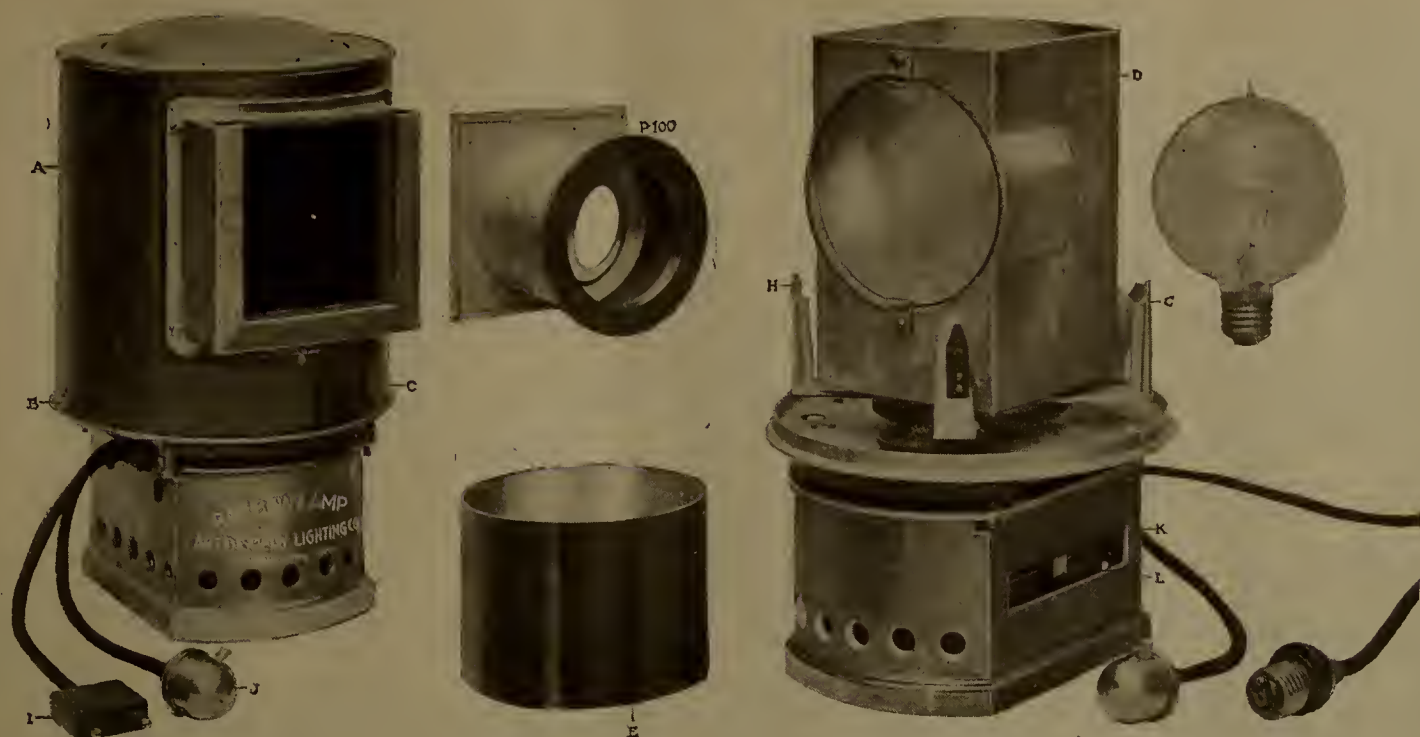
THE report of the secretary of the International Association of Display Men shows the financial status of the organization to be in first class condition. The following is the report as submitted by Secretary T. Guy Duey for March 1, 1921.

| | | | |
|--|------------|-------------------------------|-----------|
| Balance on hand July 15, 1920 | \$1,401.69 | Vouchers issued to Treasurer: | |
| Net receipts from program committee — 23rd Annual Convention, ending July 15, 1920 | 1,740.43 | July 15-August 31... | \$ 820.25 |
| Receipts: | | September | 445.35 |
| July 15—August 31 | 34.00 | October | |
| September | 14.00 | November | 272.95 |
| October | 22.00 | December | 106.35 |
| November | 68.00 | January | 243.11 |
| December | 35.00 | February | |
| January | 13.00 | | |
| February | 14.00 | | |
| Total Receipts... | \$3,342.12 | | |
| Total Disburs'm'ts | 1,888.01 | | |
| Balance on hand March 1 | \$1,454.11 | | |



Railroad Fares to St. Paul

ALL display men will be interested to learn of the arrangement made with most of the largest transportation companies, to extend a rate of one-half fare on return tickets, to all members and their families who attend the 24th Annual Convention of the I. A. D. M. in St. Paul, July 11-12-13-14. Up to the present time arrangements for one and one-half fare for the round trip has been made with all of the railroads except those controlled by the New England Passenger Association.



The Rainbow Lamp

"More Powerful than Old Sol Himself"

For Every Display Need!

\$125 is the price—GUARANTEED

(With 5-color Glass Slide—Special Slides extra)

An automatic Color-Changing Spotlight, that gives constantly shifting color schemes in your windows—reproducing snow scenes, rain, clouds, lightning, ocean waves, rainbows, moonlight, rippling water, etc., is now within the reach of every merchant. It is revolutionizing display effects and giving to progressive

display men a new and powerful medium to attract the public. No operator is needed, just switch on electricity and it operates until switched off. Being exceeding simple in construction it requires no experience to operate and will not get out of commission.

Chief Features of the Rainbow Lamp

A—Outside protector hood.

D—Lamp Chamber.

E—Colored Glass Cylinder.

H—Revolving Arms that rotate cylinder.

I —Attachment plug.

J —Operating switch.

Complete lamp is 12 in. in height and 8 in. in width. Can be concealed easily in any corner of a window.

The Rainbow Lamp will operate on either direct or alternating current. 110-120 volts. Higher voltages require a resistance coil.

Write for complete circular, or place your order **now** for preferred delivery.

"A Universal Display Necessity"

THE ART DISPLAY LIGHTING CO.

233 Fifth Avenue

New York





GROUP AT BUFFALO ASSOCIATION OF DISPLAY MEN'S DANCE—THEY'RE ALL GOING TO ST. PAUL.

Buffalo Has a Live Bunch

A BIG fight was staged recently at the Associated Service Building, meeting headquarters of the Buffalo Association of Display Men—but it was a friendly fight. The aspirants for the honors of president and officers was the cause. Harry Van Wie, Elivyn McEachnie and Clement Kieffer, Jr., ran against the present incumbent, Edw. D. O'Dea, he being re-elected. The contest was a spirited and friendly one. On motion, the election of Mr. O'Dea was declared unanimous. Mr. Chas. Leech, display manager for Kleinhans Co., was elected vice-president. He also had four opponents. Harry Van Wie, Victor Co., was elected secretary and Elwyn McEachnie, treasurer.

The ballots cast for board of directors, three men selected from nine nominated, are Clement Kieffer, Jr., John R. Dean and E. P. Browder.

The secretary read a complete report of expenditure for the past year. The club being in a healthy condition, the year 1920 under Mr. O'Dea's regime was an exceptionally busy one. Two theater parties; ten meetings, speakers included two U. S. Congressmen; the Pilgrim Tercentenary Celebration and Pageant (John R. Dean, Chairman Decorative Committee), which 100,000 people witnessed, and last but not least, the "Crystal Ball," pronounced Buffalo's most pleasant social event.

The annual "Crystal Ball" was held at the Elmwood Music Hall by the Buffalo Association of Display Men. Much

of its success was due to the unusual features offered by the artistic draping of uncut goods by Walter R. Lantaff, display manager of J. N. Adams & Co.; Elwyn McEachnie, of the Jahraus-Braun Co.; E. L. Buell, display manager of Walter E. Bedell & Co.; E. P. Browder, display manager of Givens Cloak Shop, and G. S. Robinson of Oppenheim-Collins Co.

Professional models were used. John Febleskorn and Max Lehman, display managers of the S. A. Anderson Flower Shop, made the bridal bouquets, corsage and bower of orchids in the presence of the audience. One hundred and fifty dollars worth of flowers were used, comprising lilacs of the valley, orchids, moss roses and American beauties. Mr. Lantaff's bridal drape was of chantilly lace and satin; Mr. Robinson's white satin bridal drape, rope of pearls and bridal lace; Mr. Buell's coral and black evening drape ostrich fan and American beauty roses; Mr. McEachnie's black lace and old rose satin silver shoulder straps; Mr. Browder's silk crepe and brocaded (coral and black) velour. The exhibition was heartily applauded. Edwin O'Dea, president of the club, gave a short talk explaining the objects of the Association. Music furnished by Lester Erlenback, display manager of the General Electric Co., who also offered a novelty stunt on two pianos. The decorations were extremely elaborate yet executed in the best taste and formed a suitable background for the exhibition.

All stores having representatives in the club had boxes. Out of town visitors were Kelsey Scott, display manager of Meng, Shafer and Held Co., Rochester, N. Y., and president of the Rochester club. Mr. Harmon Martin of the Rochester Display Fixtures Co., formerly display manager of Duffy Powers Co. Many local merchants and manufacturers were present. Mr. Harry Van Wie, Victor & Co.,

BRADFORD-CHICAGO

Bradlite DAYLIGHT LAMP

Shows Colors in Their True Values

Gives you Daylight on your Counters



FREE TRIAL OFFER

To responsible merchants we will send one unit with the privilege of return if for any reason it does not meet with your approval.

If it doesn't do all we claim, send it back

Complete unit, 22 inches high, ready to install, with silk cord and standard plug.
\$12.00 each, f. o. b. Chicago. Canada, \$15.00.

I. L. BRADFORD & COMPANY

STORE DISPLAY FIXTURES—SEND FOR LATEST CATALOG

178 W. Jackson Bldg.

Room 818, Medinah Bldg., Chicago

BRADFORD-CHICAGO



Every Feldman Wax Figure has true style and personality

Feldman's Humanized Wax Figures add real selling efficiency to any window in which they are used.

They have all the grace and vital charm of the most attractive living model and show off every garment at its very best.

Test the selling qualities of a Feldman Figure by putting one in your window.

Send for our Catalog

Our latest catalog shows our full line of figures and everything for the display man. Metal and Wood Fixtures, Papier Mache Forms, Valances, Artificial Flowers, and many Original Novelties.

Write us today



Feldman Fixture Co.,

32 West 32nd St.
New York City

was executive chairman, assisted by the entire club membership.

The photograph shows the Buffalo Association of Display Men and their ladies at the dance held February 28 on the occasion of the installation of the new officers for the present year. Re-elected president Edw. D. O'Dea was presented with a handsome cup in appreciation of his able services.

This Buffalo crowd is an aggregation of live wires that have an abundance of pep, originality and the pull-together spirit. These boys made a big stir at the Detroit convention last year and they may be depended upon to be in St. Paul with bells on next July.



Secretary's Address

NOTICE is hereby given that all members wishing to communicate with the Secretary of the International Association of Display Men should address their letters as follows:

T. GUY DUEY, Secretary, I. A. D. M.,
624 Lafayette Ave., N. W.,
Grand Rapids, Mich.

All mail sent to this address will receive prompt attention. Secretary Duey has on hand Application for Membership blanks which will be sent to any address for the asking. If you are not a member of the association and are eligible to membership, send at once for an application blank and have your name enrolled before the big St. Paul convention. Write today.



Spring Style Festival in Fort Worth

THE Display Men's Club of Fort Worth, Tex., put on a big stunt in that city last month. A. L. Meadows, display manager for Washer Brothers, reports it as follows:

Business conditions in Fort Worth were in a bad shape after so much slashing in prices of merchandise and so many sales. The merchants realized that something should be done to break up the buying strike and get the public's mind off of the half-price ideas.

The merchants, newspaper men, advertising men and display men were called together at a dinner one evening to discuss ways and means of increasing business to normal. It was decided to stage a Spring Style Festival and an executive committee was appointed by the chairman to work out the details. This committee was composed of the chairman of the following committees: Publicity, Display, Ways and Means, Program and Entertainment, and the Stunt committee.

The event was extensively advertised for several days and in many different ways. Every show window in town was veiled not less than 24 hours before the show opened, which was 7:30 p. m., Saturday, February 26. A parade of decorated floats with beautifully gowned society girls and with the "Goddess of Fashion" leading the parade, was a feature of the opening night's program.

The mayor of the city set off three aerial bombs at 7:30 p. m., and the show was officially opened. The whistles of the various factories started blowing at 7:27 and continued for three minutes. All windows were unveiled at 7:20 and the people of Fort Worth saw the most wonderful displays ever shown here. The crowds on the streets were so dense that it was almost impossible to navigate. It was estimated that

between 40,000 and 50,000 people viewed the show windows the opening night.

The first four nights of the following week were "Feature Nights," i. e., certain stores were assigned certain nights to hold open house and have living models in their windows or pull any kind of stunts they wanted to.

Washer Brothers was given Wednesday night. We kept open house from 7 to 9. Had a jazz band and gave souvenirs to the ladies and children. We also featured the "Bathing Beauties" in our windows. Live models demonstrated the newest rubber bathing suits, capes, and caps. The setting was a typical seashore scene with bath house, sand beach, etc. It certainly made a hit. The crowds in front of the store were so dense a person couldn't pass. They were crowded out into the street to the car tracks. It made such a hit that we put the show on four times.

Thursday night was "Funfest Night." The city fathers turned the town over to the crowds and hundreds of people came down in costumes, threw confetti, made all kinds of noises, etc. We had six bands on the streets and had another big parade.

The Window Display Contest was one of the biggest features of the whole week. The stores were divided into six classes. Three prizes were given in each class. First prize was a large silver loving cup; second prize, a smaller cup, and third prize, a blue ribbon embossed in gold. The contest was decided by popular vote. The newspapers ran a voting coupon each day for five days to be filled in and mailed to the contest editor. They also gave us lots of publicity. The contest started Saturday night and ended Wednesday night. We had the public decide the contest to get as many people out to see the windows as possible and there were over 10,000 votes cast. The prizes become the property of the display men winning them. Following are the successful contestants:

Class 1, Department Stores: 1st, H. D. Lollar for W. C. Stripling Co.; 2nd, B. E. Chester for Monnig's; 3rd, Will S. Woods for L. G. Gilbert's.

Class 2, Furniture Stores: 1st, E. H. George for Poin-dexter Furn. Co.; 2nd, J. J. Douglas Jr., for Fakes & Co.; 3rd, Ellison Furn. & Carpet Co.

Class 3, Men's Stores: 1st, A. L. Meadows for Washer Brothers; 2nd, H. D. Lawson for Lubin's; 3rd, Henninger-Graves Co.

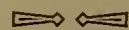
Class 4, Shoe Stores: 1st, P. W. Owen for Florsheim Shoe Stores; 2nd, C. L. Phillips for Walk-Over Boot Shop; 3rd, Goodspeed's.

Class 5, Ready-to-Wear and Specialty Stores: 1st, F. P. Buckridge for Jackson's; 2nd, Mr. Cheney, Manager, Cheney's; 3rd, H. L. Finnegan for The Vogue

Class 6, All other stores not included above: 1st, Schaefer's Bakery; 2nd, Gernsbacher's; 3rd, The Flower Shop.

You see by the above list that the contest was not confined to the clothing and drygoods stores but included every line of business in Fort Worth—they all had the spirit.

Will say in conclusion that the Spring Style Festival went over so successfully that the merchants have voted to make it a permanent affair and enlarge and improve on it each year. You'll hear more from me on the next one.



Competitive Demonstration

WE HAVE received a number of responses to our recent letter regarding "Competitive Demonstrations" to be held as part of the program at the St. Paul convention, but we need more.

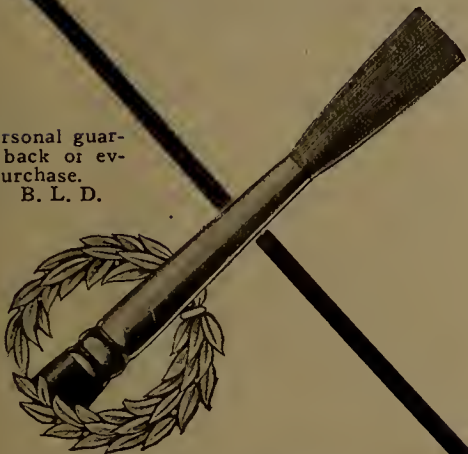
Every display man in the country is able to say that he makes a specialty of some branch of window work. This may be draping, handling men's wear,

"My Pal--!"

You've Said That About "Perfect Stroke"

Always ready to give you good service. Speedy, accurate, perfectly balanced. "Perfect Stroke" brushes are all that—and more! If they don't give you all the service you have a right to expect—then your money back upon request.

My personal guarantee back of every purchase.
B. L. D.



Daily's
"Perfect Stroke"
TRADE MARK

BRUSHES AND SUPPLIES

are described and illustrated in our Catalog No. 8 just off the press. Send for it today—every card writer and sign painter should have a copy for ready reference.

Bert L. Daily

Entire Fourth Floor,
126-130 E. Third St.,
Dayton, Ohio.

DEVOE SHOW CARD COLORS



*The better the writer
—the better the colors he uses!*

ARTISTS have an actual contempt for inferior colors. They feel instinctively that if their skill is to be given free rein; if they are to get from their work the joy of doing a good job—the material which they use must be of the very best.

We believe it is this fact that accounts for the popularity of Devoe Showcard Colors with leading Showcard writers everywhere.

The master artists know that these colors are time-tested and proven—backed by 166 years of experience of the oldest paint manufacturing concern in the United States. They know that in consistency, in covering and flowing qualities, in brilliancy and variety of colors, in convenience of use, Devoe Showcard Colors have obtained the highest point of development.

New York

Devoe & Raynolds Co., Inc.

Chicago

ladies' neckwear, men's furnishings, or it may be any one of dozens of other things. The showing of drug sundries and other small lines are especially desirable as demonstrations and we want to hear from men who specialize in this or any other line.

We assure you that you will feel perfectly at home on the stage as the committee has arranged for a number of typical show windows and your work can be done just as you would do it at home.

Kindly advise the writer as quickly as possible if you have some display stunt that you think will be of interest to the convention and which you will be willing to demonstrate. Let us know if you will take part in our competitive demonstrations.

HOWARD E. BARTLETT,
c/o The Golden Rule, St. Paul, Minn.,
Chairman Sub-Committee on Program.

Detroit Display Men Meet.

SECRETARY LAWRENCE HOOD of the Detroit Display Men's Association reports big doings on the evening of St. Patrick's Day. At that time the association held its second annual dinner and dance at the Board of Commerce. This proved to be the most successful social event that has ever



LIVE MODEL DRAPE BY W. GUY WARNER.

been conducted by the Detroit local. No effort or ingenuity was spared in "mixing the doings" to make the evening both educational and entertaining.

W. Guy Warner, who is with Crowley, Milner

& Co., gave a draping demonstration, using a living model. His first drape was an Irish Colleen, and the second a beautiful evening gown. His work was cleverly done and made a big hit, not only with the display men, but with the guests as well. The accompanying photograph shows the colleen drape, which was made with the assistance of Miss Ruth Delahanty.



St. Louis Officers Elected

THE St. Louis Display Men's Association installed officers for the year at a meeting and banquet at the Planters' Hotel. A cabaret entertainment and a demonstration of draping on living models by Jack Cameron of Des Moines, Ia., president of the Des Moines display organization, were additional features of the program.

The retiring president, E. W. Calvin, was presented with a silver cup by the organization, and the other retiring officers were given articles of jewelry. The officers installed were: K. A. Schrader, Boyd's, president; William Bellison, Sonnenfeld's, vice-president; Walter Aufderheide, Friedman Loan Company, secretary, and Walter Zemitzsch, treasurer. B. A. Rainwater of Hess & Culbertson installed the officers and H. H. Tarrasch was toastmaster.

Cameron, who has won many display trophies, visited St. Louis to make an address and present the demonstration. He showed the local men his methods of draping. He also demonstrated selection of colors to fit various types of complexion and pointed out the improvement of lines and features by means of proper clothing designs.

Burlesque window trimming stunts and other features of entertainment completed the program. The organization plans many such events in the near future, it was said.

St. Louis Displaymen are proud of the fact that they have such a large organization and practically every meeting is one of novel and educational interest. Incidentally, St. Louis Displaymen wish to announce to other clubs the opening guns of their campaign to obtain the I. A. D. M. convention for St. Louis in 1922. An out of town display man who attended the last convention in St. Louis says our slogan should be, "Do not forget the Convention in 1918 in St. Louis." To all those who were there, we say, "Nuff Sed."

K. A. SCHRADER,
Pres. St. Louis Displaymen's Association.



Fourth Annual Kansas Meeting

PLANS are now fairly complete for the "Big Event" of the displaymen of the Sunflower State. This is the Fourth Annual Convention which is to be held May 9 and 10 in the Auditorium of the Chamber of Commerce in Hutchinson. There will be an instructive program with cups and medals for winners of the many demonstrations, and plenty of high class entertainment for the visitors and their ladies and friends. Here are some of the events that have been definitely arranged.

Hugh L. Gordon, McVicar-Howard-Millhaupt, Wichita. Demonstration of Men's Wear Displays.

W. L. Stensgaard, Rescu Studios, Salina. Demonstration of Ornamental Backgrounds.

A. W. Cunningham, Rorabaugh-Wiley, Hutchinson. Demonstration of Displays of Shoes and Hosiery.



Permanent Profit from Better Lighted Show Windows

YOU increase the sales that your show windows bring when you "light up with Pittsburghs"—and it is a permanent increase, for your Pittsburgh Reflectors come to you with a

5 Year Service Guarantee

Greater lighting efficiency (up to 400% more), immediate increase in prestige and profit, and a guarantee that means something. All these are yours the night your Pittsburghs are installed. No delay; immediate shipment.

BETTER SHOW WINDOW LIGHTING is our sole business. May we help you? Write today.

Pittsburgh Reflector & Illuminating Co.

3RD AVE. & ROSS ST., PITTSBURGH, PA.

Chicago Office:
565 West Washington St.

San Francisco Office:
75 New Montgomery St.



Send for our new 40-page Catalogue of Shoe Display Fixtures

The ONLI-WA for DISPLAY

When business lags brace up your selling methods. Your windows are your greatest asset. They cost you less to operate than any other part of your store.

Are they looking their best? A few dollars invested in new fixtures will bring big returns.

Easter is early this year. Unless you place your fixture order now, you are likely to be disappointed.

Send for our latest catalogue of proper Display Fixtures, including our 1921 Colonial Shoe Fixtures.

A Fixture for every use. Men's and Ladies' Wear, Shoes, etc.

Write Us Today.

THE ONLI-WA FIXTURE COMPANY

Dayton,

Originators and Manufacturers of Our Own Fixtures

Ohio

J. Harold Doty, Peoples D. C. Co., Wichita. Talk on What a Good Dye House Can Do for the Display Man.

E. Grimes, Hutchinson. Demonstration of Ready-to-Wear Displays.

R. T. Whitnah, Crosby Bros. Co., Wichita. Talk on Color Harmony.

Basil H. Logan, Knorr Clothing Co., Wichita. Displaying Men's Hats.

J. G. Wiegand, Lechesky D. G. Co., Great Bend. Demonstration of Draping.

A. C. Dannenfeld, Stevenson Clothing Co., Salina. Demonstration of Men's Wear Displays.

E. Leo Harris, Rorabaugh's, Wichita. Demonstration of Draping.

O. B. Arntzen, Eureka. Demonstration of Good Ways to Show Men's Wear.

Carl F. Meier, Adler-Jones Co., Chicago. Demonstration of the Use of Decorations in the Window.

Excellent prizes are offered as prizes for the best photographs of displays in various lines and there are a number of silver and bronze medals also to be presented to successful contestants. The list of classes and prizes is as follows:

Class 1—Women's Ready-to-Wear or Millinery.

Class 2—Men's Clothing.

Class 3—Men's Furnishings.

Class 4—Shoes.

Class 5—Underwear and Hosiery.

Class 6—Drape of Dress Goods.

Class 7—Accessories, Ivory, Silverware, Etc.

Class 8—Drugs, Hardware or Groceries.

Class 9—Booth, Float or Interior.

Class 10—Sketch for Background.

Class 11—Sweepstakes. Best six photos of any kind.

Class 12—Best six show cards made with pen or brush.

The first prize in classes 1 to 10 is a silver medal for each class and fifteen points on the grand prize. The second prize in classes 1 to 10 is a bronze medal and ten points on grand prize.

The first prize for class 11 is a silver loving cup and thirty-five points on the grand prize. Second prize, class 11 is a silver medal and twenty-five points on grand prize. Third prize, class 11 is a bronze medal and fifteen points on grand prize.

First prize, class 12 is a gold medal and thirty-five points on grand prize. Second prize, class 12 is a silver medal and twenty-five points on grand prize.

The grand prize is a silver loving cup to be awarded to the contestant winning the largest number of points. Cup to remain property of contestant only after it has been won at two conventions, successive or otherwise.

Arrange your work so you can attend this big meeting—talk it over with your employer, and then come and bring your photographs with you. We want this contest to be as representative as possible.

Preparations are going forward that will make this meeting one long to be remembered. The Hutchinson Display Men's Club has arranged for an unusual banquet and there will be a dance and other social features. Display men are particularly urged to bring along their wives who are assured royal entertainment while they are in the city.

We expect to make this the best meeting yet held by Kansas display men and any one who attends will not be disappointed in the matter of educational features or entertainment.

Write the secretary, R. E. Hostutler in care of Young's Shoe Store, Hutchinson, Kansas, regarding hotel accommodations, and any other information that may be desired.

J. H. EVERETTS,
President, K. A. of D. M.

Big Plans for Toledo

TAKE the MERCHANTS RECORD AND SHOW WINDOW now—while you have it—and introduce it to the management of your institution as—the personal representative—delegated to convey to him the extreme necessity of your own attendance at the Ohio Display Men's Convention in Toledo May 2nd and 3rd. Better still, you can tell him we still need you on our program if you can offer your services with a good interesting topic.

Well, now, boys,, of course you are expecting The Honorable Mayor Schrieber of our city to start things at the Monday a. m. session—and he will. Then our old friend Dittmar will tell him for Ohio how tickled we all are to be in Toledo and you know Mr. Dittmar is most capable.

Then we are arranging for you to select the boys you want for your new officers in 1922—and also that you can line up a good campaign to elect your man.

Then we eat!

Monday p. m. at 2 o'clock everybody is to be seated again to allow for the demonstrating of five lines of merchandise by men of wide experience. Notice, boys, we will not do much waiting—just solid work—and, I nearly forgot to say all this will happen in the auditorium of the Lasalle & Koch store, which is one of the finest retail stores in the middle west. Think of it, boys—our own meeting—right in one of our stores—never happened yet that I've known of! Do you know that on Monday evening we are going to have comedy galore, and it will be educational, too.

Canton and Youngstown are bringing a demonstration for this night that will keep you laughing; but we Toledo fellows are going to have something still funnier, if Dayton don't beat us out, and you know that is possible, of course.

Then we want to have Chas. Wendel, our man of service and president of the I. A. D. M., with us on Monday evening to see the fun, and we hope to have Mr. Rogers in our midst.

Then we look around town and shake hands around and—then we sleep for the Big Day—on Tuesday a. m. Floral Demonstrations—Sho Card Demonstrations—Men's Wear—Ladies' Negligees—and. New York will furnish us with several real fellows for this session.

Looks good, don't it?

Then we eat!

Tuesday P. M. Now you elect your new officers. Here is where you can have more pep and boosting than ever in your life. You want more good men next year—come along and put 'em in—that's right!

We will then clear the stage and ask Mr. Chas. Wendel of the J. L. Hudson Co., Detroit, who I

Here Comes the Bride!

If you have not yet planned your June Bride Displays it's time to get busy. We have a splendid line of decorations that have been designed especially for bridal windows—look them up in our colored catalog.

See Nos. S-18, S-19 and S-20 on page 6 of our catalog. These are designs that will help to make a success of your June Bride window. If you want to make a sensation with this window, add No. P-17 on page 9.

For Parade Decorations, See Our Catalog, Page 8

If you haven't a copy of our catalog send for one now



Complete Outfits for Making Showcards

The show card outfits listed below have been selected as the most practical and useful equipment for the beginner at card writing. These tools and equipment are based upon a working experience of many years. Every item will be found of good quality and the values are the best on the market.

Pen Outfit A \$5.00

- 1 Doz. Assorted Speedball Pens.
- 2 Doz. Assorted Cardpens.
- 3 Penholders.
- 1 8-oz. Bottle Black Speedink.
- 4 3-oz. Bottles Speedink, white, red, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 1 Book "Elementary Show Card Writing."

Pen and Brush Outfit C \$7.50

- 6 2-oz. Bottles W. K. Showcard Color; white, blue, red, green, yellow and purple.
- 2 8-oz. W. K. Showcard Color, black, red.
- 3 3-oz. bottle Speedink, black, white and red.
- 3 Red Sable Rigger Brushes, 1 each No. 2; No. 6; No. 10.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 pen holders.
- 50 Sheets 11x14 asstd. colored and white cardboard.
- 50 Sheets 7x11 asstd. colored and white cardboard.
- 1 Book—"Elementary Show Card Writing."

Brush Outfit B \$5.00

- 1 No. 2 Red Sable Rigger Brush.
- 1 No. 6 Red Sable Rigger Brush.
- 1 No. 10 Sable Rigger Brush.
- 6 2-oz. Bottle Best Black Show Card Color.
- 6 2-oz. Best Showcard Color, white, red, yellow, blue, green and purple.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 1 Book—"Elementary Show Card Writing."

Pen and Brush Outfit D \$10.00

- 4 8-oz. Best Showcard Colors, black, red, white and blue.
- 6 2-oz. Best Showcard Colors, med. green, orange, yellow, purple, lt. red, dk. green.
- 1 8-oz. black Speedink.
- 3 3-oz. Speedink, purple, white, and red.
- 1 16-oz. Muscilage.
- 3 Red Sable Rigger Brushes, 1 each Nos. 4, 8, and 12.
- 1 Doz. Assorted Speedball Pens.
- 1 Doz. Assorted Cardwriting Pens.
- 2 Penholders.
- 50 Sheets 11x14 Assorted Colored and White Cardboard.
- 50 Sheets 7x11 Assorted, Colored and White Cardboard.
- 1 Book—"Elementary Show Card Writing."

Send your order today. State which outfit is wanted A, B, C, or D.

Shipments will be made same day orders are received.

G. Wallace Hess, 1524 North American Building, 36 S. State St., Chicago

Show Window Lighting

*Color and some suggestions for applying it in the show window—
Lamps in series of different colors—Overhead lighting and the use
of spotlights—Modifying illumination to get the effect of daylight—
Eliminating yellow light*



By Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

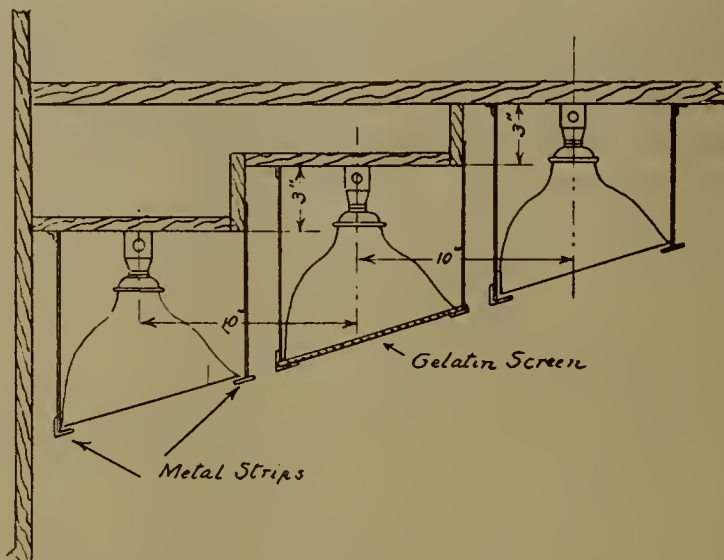
Editor's Note—This is the third of a series of six authoritative articles prepared by an experienced illuminating engineer exclusively for this journal. These articles will appear at intervals throughout the year and will cover the following phases of this important subject: General Principles of Window Lighting, Installation of Lamps and Reflectors in the Window, Color Lighting in the Show Window, Extra Lighting in the Show Window, Reflections in the Show Window, General Suggestions as to Window Lighting.

COLORLED lamps can be installed and lamps emitting light of a distinctive coloring used to illuminate the show window, but, unless some permanent installation is to be made, it is usually the part of wisdom and economy to employ standard types of lamps with suitably colored screens—customarily of gelatin—mounted over the face of the reflector bowls for securing the desired lighting effects. An arrangement similar to a standard theatrical color slide, consisting of two strips of metal, with suitable circular holes at the proper intervals, between which the gelatin screens are slipped, may be mounted in front of the rows of lamps. Another arrangement, which probably proves as satisfactory as any, is to run a strip of metal of angle cross-section past the lower reflector edge of all lamps in the same row across the window and a similar flat strip past the upper edge of the reflector bowls, as illustrated in the accompanying diagram. The gelatin color screens are slipped in between the reflectors and metal strips, the angle strip holding them in place.

Lamps in Series

The stepped arrangement of lamps illustrated and recommended in the discussion last month is particularly well suited for the effective use of color screens, for with screens of different color placed over the lamps in each row permits securing almost any desired color effect, by suitable mixtures of the colored lights. When color screens are so utilized, the densest screen should be fitted to the row of lamps nearest the window and the lightest screens to the lamps in the row furthest from the window. If the three primary colors, blue, green and red, are used—an assortment of colors with which all other colors may be produced—the blue screens should be placed on the lamps in the first row, the green screens on the next and the red ones on the inner row of lamps. The employment of color screens necessitates, it must be remembered, the use of higher power lamps behind the screens than are

needed when the lamps are not so shut in, for the screens absorb a very appreciable proportion of the light emitted by the lamps. Even a light blue screen will absorb almost half the light, a light green one somewhat more, while a red one, if dark, will absorb up to three-quarters of the light. The customary provision made for the absorption of light by color screens is to substitute in the screened units lamps of about 50 per cent. greater wattage and proportionally greater lumen output than are used when the screens are not em-



COLORLED LIGHTING SCHEME FOR WINDOW.

ployed. This more or less arbitrary practice rarely provides the full measure of light necessary to compensate for the light absorbed by the screens, but frequently this is neither necessary nor even advisable. Colored lighting is resorted to for the particular lighting effects secured and in such cases an intensity of illumination which would be desirable with unmodified light may not be desired. If it is desired, supplementary, or extra, lighting from overhead or from footlights is resorted to.

Extra lighting in show windows will be discussed next month, but it will not be out of place to describe

Special \$1.00 Trial Offer

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COLORS**

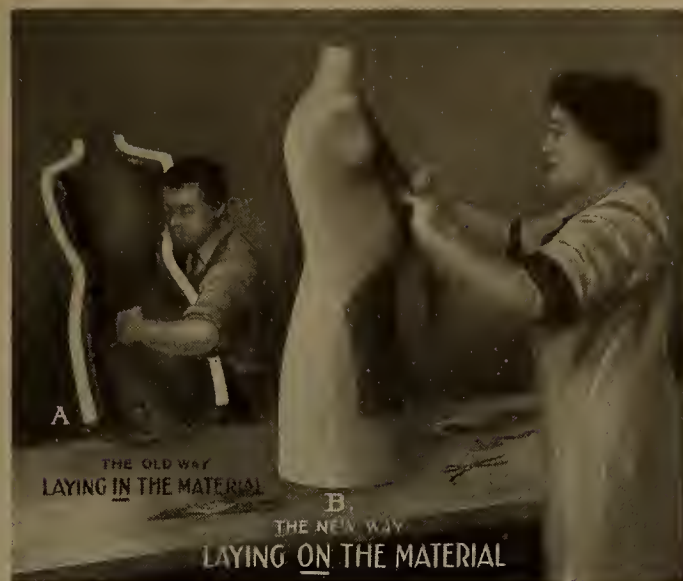
The Aristocrat of Poster
and Show Card Colors

Mail us \$1 for any five two-ounce bottles of the following: Red, chrome yellow, light orange, turquoise, purple, black or light maroon, and one 2-ounce bottle of Nobema Medium, free.

*Dealers, jobbers and representatives
wanted everywhere. Write for prices,
terms and commission.*

Nobema Products Corporation
Box 356 Pleasantville, N. Y.

L. W. Hammond, Everett, Wash., West. Rep.



The Improved Process of Making Forms

Recently an article appeared in this publication relative to the improved process of making Papier Mache Forms. Above we show illustration "A," demonstrating a form being made under the original process in hollow moulds, which are "cast" from the sculptor's model. Illustration "B" demonstrates the form being built by the newer process directly on to the original sculptor's model, shrinkage is impossible, and therefore accuracy of size is insured.

Most merchants have had "ill-fitting" forms, which in addition had rough contours.

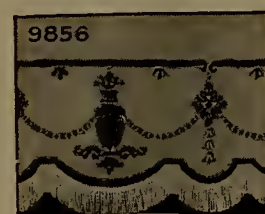
All forms are not a correct or good article. Our Display Figures for Garments are guaranteed in every way to be of the highest type procurable.

We make them for men's, women's and children's garments and mounted on either metal standards or of any of the popular period designs in wood.

Illustration "C" shows a lot of forms about to be shoved into the oven, where they become bone dry in 2 hours. This dry condition is a safeguard against cracking of enamel finishes.

Catalog "E" shows the complete line as also the metal fixtures, Garment Racks, Hangers, etc.

Period Wood Fixtures are illustrated in Catalog "L."



Window Valances.—If you are looking for a large selection of valances, which are in stock for immediate delivery, write for samples. Decorating Plushes, Velours and Friars Cloth.—Ask for samples.

Visit Our Chicago and New York Show Rooms

THE HECHT FIXTURE CO.

Medinah Bldg. Wells St. and Jackson Blvd., Chicago
NEW YORK SHOW ROOM, 65-67 E. 12th, Bet. Broadway and 4th Ave.

I saw it in the April "Merchants Record"—Page 51



WHEN YOU buy from us, you buy from the maker direct and pay only one small profit. That is the reason we can offer you better values than jobbers who do not manufacture the goods they sell.

Hundreds of displaymen have found by comparison that Mutual Flowers and Decorations are the best to buy and the best to use. May we convince you? Your catalog is ready—Send for it.

Mutual Flower Co.

82 West Third Street, NEW YORK
DISPLAY ROOM: 1142 BROADWAY



WELL LIGHTED DISPLAY BY RAY WILLIAMS FOR LOVEMAN, JOSEPH & LOEB, BIRMINGHAM, ALA.

briefly an example of effective supplementary lighting in connection with the color lighting of a show window, displaying—for example—seasonable merchandise of a particular variety—the whole window given over to the display. Under such conditions, a colored overhead general illumination might be employed with a low intensity of unmodified footlighting, a floor or table lamp or two fitted with low wattage lamps added and perhaps an overhead spot-light or so throwing out more powerful beams of light through contrasting or harmonizing color filters, or screens. Some quite unusually attractive window dressing and lighting effects have been secured by some such arrangement of window lighting, but quite obviously any such dressing is

a problem for the skilled window dresser, calling for broad and appreciative experience in artistic window dressing. It is not a problem for the novice, nor can it be discussed constructively in an article, particularly one of this character.

The Spot Light

The use of spotlights, however, is of sufficient general interest to justify a few words describing them and their requirements. They are usually of the suspension type, let down from some convenient overhead outlet which should be on a separate circuit from the lamps used for general overhead illumination, on account of the high wattage of the lamps employed in



EXAMPLES OF DAYLIGHT WINDOW LIGHTING TO SHOW COLORS OF FURS, ETC.



Case No. 421

Case No. 421, shown here, is built in 6, 8, and 10 foot lengths, 40 inches high, 24 inches wide. It is of heavy plate glass throughout. Has two plate glass shelves 10 and 14 inches wide, plate mirror doors which roll on ball bearings in metal tracks. The cabinet work at once impresses one as that of true craftsmen. The plates of glass are joined by a patented cement method which makes the joints dust-tight. This case is but one of the complete line which is fully described in our general catalog. Your copy gladly sent upon request.

Detroit Show Case Co.

1664 Fort St., W

Detroit, Mich.

Also makers of "Desco" store front construction

Silent Salesman
TRADE MARK



"Master-Stroke" SHOW CARD BRUSHES

STYLE NO. 6

The complete
set prepaid for
only

\$3.15

Guaranteed
Pure Red Sa-
ble of full
stock. Seven-
inch polished
black handles.
Nickel seam-
less ferrules.
Ready for im-
mediate use.

FREE!

Address Desk
M-4 for our
new Spring
Catalog. Over
200 illustrations
of "Master-Stroke"
Brushes and Supplies.

THE CARD WRITERS' SUPPLY CO.
Galesburg, Illinois U. S. A.



At Your Service with new ideas for Autumn Exhibits

*Early action assures
a cooperation
that will give quality
display materials*

Correspond with us now

*The Modern Art Studios
431 North Clark Street
Chicago*



The Reason

so many displaymen prefer Roth Valances and Rugs is quite obvious—they are unusually attractive.

This is because every Roth Valance is a creation of rare beauty and designed to give a finished touch to every display window in which it is used.

Roth Plush Pillows are made in three styles and all colors. They are handsomely trimmed to harmonize and blend with every shade.

Write for samples of plush and circulars
showing Valances, Rugs and Pillows.

Karl Roth Designer and Manufacturer Findlay, Ohio

spotlights. The complete unit consists of a cylindrical housing socket, a focusing device and a lens for obtaining the spot, with provisions made for the accommodation of removable color screens over the lens opening. High power lamps should be used in the spotlights—special 500 watt lamps, as a rule—with what is known as concentrated filaments.

Daylight Lamps

Unquestionably a concentrated beam of colored light, or of unmodified light, for that matter, has distinct value in a show window—care being exercised always to guard against the light being directed toward the window or so reflected as to dazzle the eyes of the

Despite the many obstacles to securing window lighting approximating daylight in quality of light, much progress has been made toward such goal.

Unmodified Illumination

Unmodified light from high efficiency illuminants, lamps, is admittedly quite different in quality from daylight. It is apt to be warmer—to have a larger yellow, or even reddish, constituent—which for all ordinary purposes is no objection, in fact, to many it is pleasing. To modify such light so as to approximate daylight, the best known method is to pass the light through glass so colored as to absorb part of the colored rays which are in excess and so secure a bal-



DISPLAY BY J. S. NOCHELSKI FOR DUFFY-POWERS CO., ROCHESTER, N. Y. A WELL LIGHTED WINDOW.

passersby or of those looking at the window. Colored general lighting produces distinctive and frequently highly artistic effects, but it can easily be overdone. Colored lighting gives a false—or perhaps it would be better to say deceptive—appearance to the goods on display. When the object of the display is to show off the texture, quality and color of goods, the light employed should resemble as nearly as possible the light under which the goods will be displayed after they have been purchased. Usually this means daylight, though occasionally it may mean the artificial light of the ball room, theatre or home. In either case, the progressive merchant aims to meet the requirements in his show window.

To secure a close approximation to daylight in the lighted show window is perhaps the most difficult of all window lighting problems. Not only is daylight exceedingly complex in composition and subject to such wide variations in intensity and color as to make accurate color matching even outdoors difficult, but the reflected light from the street, other buildings and show windows complicate the problem of securing daylight qualities in show window lighting. The light is also modified by window shades and hangings, by the walls and furnishings, etc., of the show window.

ance of light rays similar to that which exists in ordinary daylight. This light absorption naturally reduces the efficiency of the lamps—a fact which should not be overlooked when employing “daylight” lamps or daylight modifying globes in window lighting. The decrease in lamp efficiency is approximately 35 per cent—that is, the wattage requirements are 35 per cent greater.

Daylight lamps differ from ordinary incandescent lamps in that their bulbs are made of a particular quality of glass of a bluish tinge established by delicate spectrophotometric tests. With these lamps it is essential that the lamp reflectors be pure white, in order not to modify the light and lessen the special advantage of the “daylight” quality of the light. The light emitted by these daylight lamps and that secured through the more effective types of daylight modifying globes may be described as a mean between north skylight and average daylight.

Eliminating Yellow Light

The better types of daylight modifying globes consist of a metal reflector arranged to concentrate the light of the ordinary high efficiency lamp, with its yellowish tinge, downward through a blue-green filter plate, and are obtainable in sizes of from 150 to 500-

*"The Big Idea Is to Keep the Light on the Merchandise and
Out of the Eyes of the Passerby"*

*Reginald Trautschold, M. E.
Society for Electrical Development, Inc.*

X-Ray Reflectors

EVERLASTING BRILLIANCY

With X-Ray Reflectors, the light is concentrated on the display, none being wasted on the pavement, or directed into the eyes of the prospective customers.

X-Ray Reflectors have the highest possible efficiency, and are made in several shapes for windows of various proportions.

NATIONAL X-RAY REFLECTOR CO.

NEW YORK

CHICAGO

SAN FRANCISCO



No. 4216 Basket filled with flowers, as Hyacinths, Tulips, Maybells, etc., each \$1.50, per dozen \$15.00.

My SEASONABLE CATALOGUE No. 4 illustrated in colors containing a full line of Decorative Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be mailed FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 Barclay Street
NEW YORK, N. Y.

Up-to-Date Ideas for Display Men

Our service offers you the very latest and best ideas of the cleverest display men of New York.

Each month we send you a set of fifteen glossy photographs, 8 x 10 inches, each with a full description for

\$5.00 Per Month

This service is recommended by Mr. Chas. Wendel, President of the International Association of Display Men as the most up-to-date aid for the display profession.

**WORSINGER
WINDOW SERVICE**

• **PHOTOGRAPHY** •

25 W. 42ND ST. N.Y. VANDERBLT 4311

Supplementing this necessarily meager discussion on color and daylight lighting, it will be well to repeat



that it is only when it is desired to display the color, texture and quality of goods or merchandise that daylight lighting is to be recommended, or when color matching is to be desired. Unmodified lighting will as a rule prove the most satisfactory and pleasing, while color lighting is a resort for appeal lighting effects which should only be entrusted to an experienced and skillful window dresser.

dow. Supplementary lighting which appears and disappears can be installed and numerous other schemes may be resorted to to attract attention, but all these are merchandising considerations which, while they well deserve the thoughtful consideration of the progressive merchant, do not come under the subject of correct lighting for store and show window.



Stores having fur storage facilities will be advertising this feature during the present month and the show window will be a big help in supplementing newspaper advertising. The display shown here attracted a good deal of notice with its realistic scenery showing the Polar region in the background. The foreground was given a natural appearance with its ice hummocks and two Polar bears of papier mache in life size.

56

Out of the Ordinary VALANCES

If you desire originality and distinctive appearance in your valances and window draperies, you will be interested in our remarkable line of

Art Drapery Fabrics

STANDISH
MILLS



TRADE MARK

Our fabrics include a great variety of weaves, textures and designs and the range of colors is almost endless.

In our big collection of beautiful materials may be found practically any fabric or color to carry out any scheme of decoration the display man may have in mind.

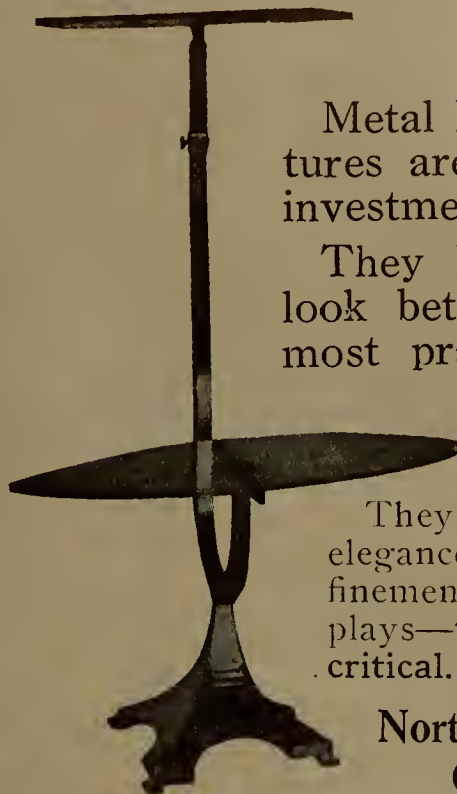
Cloister Cloth is a splendid material for valances, floor mats or draperies—specify it the next time you place an order.

ELMS & SELLON

906 Broadway,
309 W. Adams St., Chicago
52 Chauncey St., Boston

New York
2 N. 11th St., Philadelphia
742 Market St., San Francisco

Fixtures of Quality



Metal Display Fixtures are your best investment.

They last longer, look better and are most practical.

They possess the elegance that adds refinement to your displays—that sells the critical.

Northern Fixture
Co., Inc.

No. 849, made with 7½-in. square cast base, ⅝ U shape standard, adjustable to 46 in. high. Tower glass 8 x 18, top glass 8 x 8.

25 Main St., S. E.
Minneapolis, Minn.

DISPLAY MEN AND CARD WRITERS

YOU MUST HAVE THE

BIG NEW



CATALOG

FOR PROPER CARD WRITING
MATERIALS

It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

Spring & Summer Window Displays

Make Your Windows
Snappy & Attractive

Real business getters.

Stimulate sales.

A few suggestions.

Artificial Grass Mats, Birds, Butterflies,
Daisies, Blossoms, Baskets, Background
Papers, Lattice Strips, Etc., Etc., Etc.

Our catalogue will convince you.

DOTY & SCRIMGEOUR
SALES CO., INC.

30 Reade Street
New York

said would be here, to talk to the boys. Mr. Wendel's experience needs no explanation—so I'll wager the talk he gives will pay your loss for sending you to Toledo. Then we will vote on the next Convention City. Oh, boy, this will be the scrap! We know of three cities that want the 1922 meet. Come along and boost. Then we primp our hair and brush up and. THEN—WE-E-E—EAT!

I had a personal talk with the chef and by all reports things will prove ample in quantity as a space filler. And while you eat, several comedy stunts will be run off for our special benefit. That is promised by the theater men of Toledo.

There are a dozen manufacturers going to exhibit at the Waldorf Hotel, our headquarters, and they will be in on the good work; so, all in all, it looks like a big two days of regular education and fun for the Buckeye Boys. And we hope to help a lot at St. Paul—so come along and whoop 'er up for Ohio and the display window—we'll have all windows fixed up pretty nice, I hear.

Yours for Pep,

WILL FLINT. CLAUDE CLARY. PERRY HUNSIKER.
Program Committee, O. A. D. M.

P. S.—This is special—wives of Toledo members compose a special committee to entertain visiting ladies. Bring 'em along, fellows.



Super Service for Displaymen

In addition to its already efficient service, the Botanical Decorating Co. will, beginning July 1, open a comprehensive "Library for Displaymen." This library is to be the most complete in existence and will contain every available book and other publications on art subjects of interest to the displayman.

There will be complete files of magazines, trade journals and fashion periodicals. Among the books will be a wide range covering every branch of art, architecture, designing, decoration and color. Every period of decoration from the earliest to the latest will be available. Not only will American books be found in this library but also the best from foreign countries.

No expense is being spared in making up this library which is to be placed at the free disposal of all displaymen who wish to use it and special rooms will be provided for the big collection of books, charts, drawings, etc. This library will be of the greatest value to the displaymen, as it will embrace all of the collected information of the world on the subjects in which he is interested. This is to be a part of the regular service that distinguishes this progressive firm.



Card and Mat-Boards

The National Card, Mat and Board Co. of Chicago is sending out samples that will prove of interest to every man who makes or uses show cards. This firm manufactures an unusually large and varied line and their prices are lower than those of most dealers who merely job and do not manufacture.

Merchants can effect a substantial saving by ordering Nat-Mat boards in quantities and can be certain of getting cardboards of the best quality. Samples will be sent upon request to any card writer or displayman using his firm's letter head.

A Pioneer in Parade Decoration

John F. Gasthoff of Danville, Ill., is a pioneer in parade decoration having been intimately connected with this work for twenty-five years. He has designed and decorated everything on wheels from baby-buggies up to the largest trucks and his designs have been seen on the streets of most of the cities and towns of the United



DESIGNED BY J. F. GASTHOFF.

States. So expert is he in this line that he is constantly consulted by parade committees from all parts of the world.

The decorated autos shown here are Mr. Gasthoff's designs and he has a collection of photographs showing



DESIGNED BY J. F. GASTHOFF.

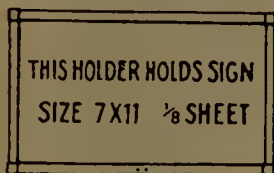
an immense variety of other decorations, some of them dating back long before the time of the automobile. J. F. Gasthoff & Co. specializes in materials for parade decoration. They issue a catalog that is unusually interesting to all displaymen.



DESIGNED BY J. F. GASTHOFF.

YOU CAN SAVE 30 to 50 per cent

on card holders and other fixtures
by ordering from our catalog.



Note This Value

No. 308. Frame Sign Holder. Holds card 7x11 (3/8 sheet). Extra heavy construction. All corners round and perfectly smooth; joints electric welded. Standard 3/8-inch in diameter; 9, 12, 15 and 18-inches long; 5-inch base.

Per dozen..... **\$1300**

No. 311. Frame Sign Holder. Holds card 7x11, and is the same sturdy construction as No. 308, but is adjustable from 12 to 23, 15 to 29, and 18 to 35 inches. Has heavy 5-in. base. **\$1700**

Per dozen.....

Send for Our Catalog No. 15

It Illustrates the Best Fixtures for the Money
The Original Mail Order Fixture House
D. J. Heagany Manufacturing Co.
1121 W. Washington Blvd., Chicago

Better Wood Fixtures THAN OURS CANNOT BE MADE

We make nothing but wood fixtures, and all of our efforts are centered on turning out the best line that can be produced with the best materials obtainable and the highest skill in workmanship.

Our designers carefully supervise the making and critically inspect every piece that leaves our factory.

If you buy wood fixtures from us you may be very certain they are right in

Design—Workmanship—Price



No. 571 Table Top 10x20 inches, 10 inches high
Send for our latest Catalog

The Decorative Fixture Co.
1600 S. Jefferson St., Chicago

WALTER'S IDEAL POCKET HAMMER For Display Men and Window Trimmers

Box
Opener

This is the only tool ever invented especially for window dressers. It fills every want of the decorator, and was originated by a display man of many years' experience; is very strong and durable, and is now being used all over the United States by display men.

It is only 4 1/4 in. long, nickel plated and guaranteed. In the handle is constructed an arrangement for withdrawing pins, tacks and nails.

Screw
Driver

Also

Pin

has

Tack

Screw

Nail
Puller

Driver

and Box

Opener

Attachment
on end.

**CAN BE CARRIED
IN THE VEST
POCKET.**

Hundreds of ways to use it in the home — on the writing desk — around the automobile.

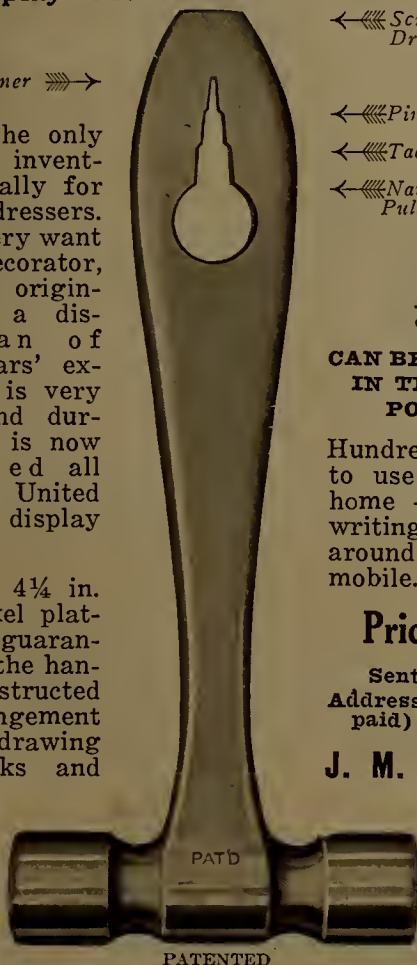
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**EXACT
SIZE**



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Floral Parade Decorations

We are specialists for all kinds of decorations for Floats, Autos and Parades of every description.

Below are some of the numbers we carry in stock for immediate delivery. The quality is the best.

| | | |
|---|-------------|--------|
| Floral Sheeting, all colors..... | Sq. Yd. | \$1.25 |
| Wheel Covers, any design..... | Set of four | 5.00 |
| Chrysanthemums, Short Stem..... | Gross | 6.50 |
| Poppies, Short Stem, any color..... | Gross | 8.50 |
| Wistaria, 12-inch, any color..... | Gross | 5.50 |
| Leaf Vines, 36-inches long..... | Dozen | 1.50 |
| Horse Plumes, all colors..... | Each | .75 |
| Wood Fibre Roping, any color, approximately 60 yards to bolt..... | Bolt | 1.50 |

**Write for Our Complete
FLORAL PARADE CIRCULAR**

*Special Quotations Made on
Large Quantity Orders*

Service Artificial Flower Co.
1307 Clybourn Ave. Chicago



A GROUP OF HANDSOME WAX FIGURES BY J. R. PALMENBERG'S SONS.

New Wax with Charm All its Own

Notable examples of what true artistry can do with wax are now being displayed in the New York showrooms of J. R. Palmenberg's Sons, Inc., as shown in the accompanying illustration. Indeed, this well-known house strikes a keynote in its wealth of suggestions for distinctive beauty and simplicity in display fixtures, forms and wax figures.

Never before, as now, probably, have display windows and interiors been called upon to play such a leading role in improving trade conditions generally. A circular to this effect has just been issued by this firm, meeting a wide and insistent demand at this opportune moment for standard display fixtures.

It's a long, long cry from the ordinary tee or card stand in metal to the most finished product of figure in wax or form in papier mache, but such is the composite nature of this folder, with complete arrangement of representative fixtures, forms and figures of their kind, illustrated and grouped for easy selection.

Other recent offerings of Palmenberg's are their new and distinctive forms and wax figures for girls and misses and their line of women's stouts which finally answers a definite and long felt need.

The youthful wax figure is modeled with every feature and line depicting youth of a specific age.

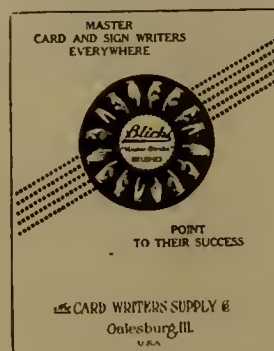
The stylish stout for women carry out the relative idea, showing the same correct lines and proportions as in figures for women of slenderer build.

J. R. Palmenberg's Sons, Inc., are constantly adding to their supply of new and original features in wax, forms and fixtures. Everyone interested in Window Dressing and Display should, by all means, visit this firm's complete showrooms while in New York, 63-65 West 36th Street, and be on their mailing list for new advertising matter.

Free Book for Card Writer.

It would take at least six full pages of the *MERCHANTS RECORD AND SHOW WINDOW* to describe the many innovations, illustrations of card writers' brushes, sign writers' brushes, colors, stencils and accessories illustrated in the attractive new book of The Card Writers Supply Company, Galesburg, Ill.

Just ten years ago, Dick Blick, manager of this progressive firm, issued their first eight-page booklet, and to peruse the new book, is ample evidence of their success, as today they are among the largest importers and dealers of card and sign writers' supplies in the United States.



Blick's "Master-Stroke" Brushes and supplies are known and indorsed by hundreds upon hundreds of card and sign writers, not alone in the entire United States, but in every foreign country in the world.

The reproduction of the attractive cover design is only a brief suggestion of the valuable contents; as this book contains over two hundred individual illustrations of every-day needs of the card and sign artist.

It is one of the most attractive and best compiled books of its kind that has reached the editor's desk for some time. A FREE copy will be mailed our readers by simply addressing Desk M-4, The Card Writers Supply Company, Galesburg, Ill.



The Power Mercantile Co., Lewistown, Mont., will make improvements during the coming spring, including the installation of a modern 150-ft. front. New lighting systems for the store and windows are under consideration.



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Harrison 7303
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NAT-MAT

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Let us quote you prices on your next decorations. You will find our designs original and highly artistic and our values are invariably as good as can be found in any market. If you will give us an idea as to your requirements, we will be pleased to send samples or a salesman.

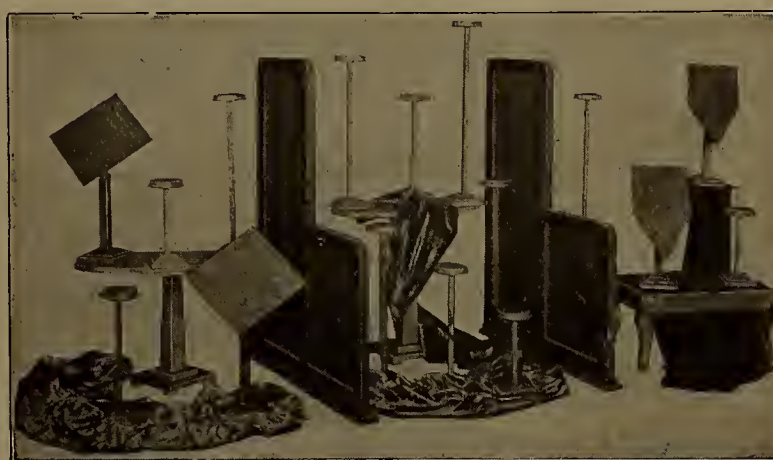
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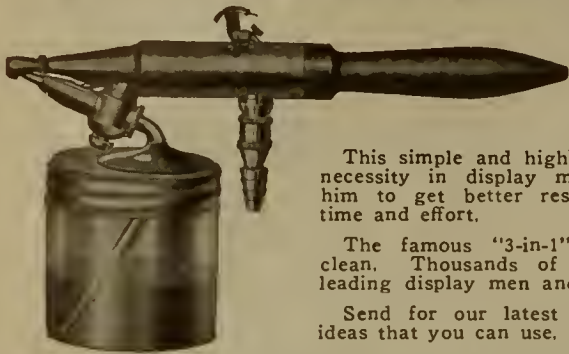
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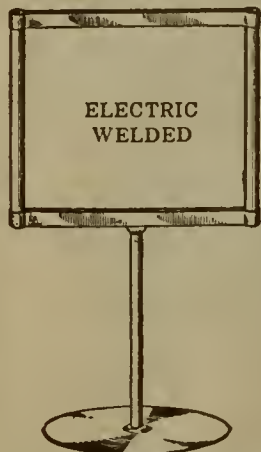
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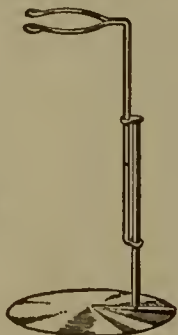
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Cheapest
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Just What You Want

A wonderfully attractive way of featuring your special sales—the smaller pennants for trimming around the windows, show cases, etc., and the larger ones for decorating the store and lobby. We carry in stock ready for immediate shipment the following titles:

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Manufacturers of

Display
Fixtures
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Forms



Wax
Figures
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Perfect
Equipment
Perfect
Service



It will pay you to
send for our new
booklet.

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Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk

New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

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In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
19TH ST. & 4TH AVE. NEW YORK

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Live wire salesman to carry as side-line my high class window valances, display pillows and plush rugs. This line is different, highly attractive and easy to sell. Write for territory and give name of firm you are now with. Karl L. B. Roth, Findlay, Ohio.

WANTED AT ONCE—Show card writer for large department store in Central Illinois. One that is neat and speedy. State salary, experience and where employed. Also send samples. Address Block & Kuhl Co., Peoria, Ill., attention Fred King, Display Mgr.

WANTED—Progressive dry goods and women's apparel store in live town ten thousand, central South Dakota, requires combination window trimmer, card writer and advertising man. Beautiful new display windows. Send photos of windows and samples of cards and ads. State experience, references, salary and when could come. Address, H. D. Butterfield Co., Mitchell, S. D.

SALESMAN WANTED—Who thoroughly understands selling window display fixtures. (Goods not made in Chicago.) Good salary or commission. State experience and territory. References to be exchanged later. Position open July 1st. Address, Box 392, MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago.

ATTENTION: Display Salesmen—Carry a side-line of Fancy Paper for window and show case display. Territories open. Every store a prospect. Good commission. Address Box 391, MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITION WANTED—An experienced window trimmer and card writer wants a position with a live wire firm in a good sized middle western town. Am now employed, but want to make a change April 1st. Can put in artistic or stocky displays that will bring results. Can furnish best of references. Address, Box 390, MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITION WANTED—A-1 Display man and card writer open for position at once. Best references. Address Box 389, MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

You naturally associate butterflies and blossoms. Elco Butterflies in a vase of flowers are a beautiful and novel attraction in any window display. Elco Butterfly Farm, 62 South Whitney St., Hartford, Conn.

USED BACK GROUNDS FOR SALE—Two tan drops with lavender, spring girls with marblized pilasters complete, 7½x12 feet. Two light green drops with black fawns and marblized pilasters complete 7½x11 feet. Photographs and prices on request. Do it now! Address, Gulicks, Monett, Mo.

A SECRET for polishing furniture and fixtures for stove or homes. Will make dull finish look like new. Will not form a scum or dry bluish. Will retain its luster for months. This secret will be mailed to anyone sending one dollar. Secret guaranteed to be absolutely harmless to wood. Address all letters to Rudy Ralph, care of Goldstone Bros., Conellsville, Pa.

WANTED—The Stern & Mann Co., Canton, Ohio, require the services of a combination advertising and display man. A thorough knowledge of handling medium and better grade merchandise and the ability to create prestige building copy are requisites. In reply state experience, salary wanted and forward copies of work. Address, Mr. Harry Mann.

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"Everything for the Show Window."

PAPER MACHE GOODS

Manufacturers of anything special, and 500 stock window, interior and exterior decorations

Write for catalogue

AMERICAN ART PAPER MACHE WORKS

6311-13 N. Clark St., Chicago, Ill.

Index To Advertisers

| | |
|----------------------------------|----|
| Am. Art Paper Mache Co..... | 63 |
| American Lithographic Co..... | 62 |
| Art Display Lighting Co..... | 41 |
| Artistic Wood Turning Works..... | 61 |
| Aston, Wm. H., Printing..... | 62 |

| | |
|------------------------------|-----------------------|
| Barlow-Kimnet Co..... | Inside Front Cover |
| Baumann, L., & Company..... | 9 |
| Bodine-Spanjer Co..... | 3 |
| Botanical Decorating Co..... | Inside Back Cover and |
| Bradford, I. L., & Co..... | 43 |
| Butcher, L. O., & Bro..... | 61 |

| | |
|-----------------------------------|------------|
| Card Writers' Supply Co..... | 53 |
| Compo-Board Company..... | 2 |
| Contents, Editorial..... | 1 |
| Curtis-Leger Fixture Company..... | Back Cover |

| | |
|---|----|
| Daily, Bert L..... | 45 |
| Decorative Fixture Co..... | 59 |
| Detroit School of Lettering..... | 37 |
| Detroit Show Case Co..... | 53 |
| De Voe & Reynolds Co., Inc..... | 45 |
| Dietz, E. C..... | 61 |
| Display Manager's Hand Book of Decorations... | 8 |
| Doty & Scrimgeour Sales Co..... | 57 |

| | |
|---------------------------------|----|
| Elms & Sellon..... | 57 |
| Feldman, L. A., Fixture Co..... | 43 |
| French Wax Figure Co..... | 3 |

| | |
|------------------------------|---------|
| Gasthoff, J. F., & Co..... | 6 and 7 |
| Heagany, D. J., Mfg. Co..... | 59 |
| Hecht Fixture Co..... | 51 |
| Hess, G. Wallace..... | 49 |

| | |
|--------------------|---|
| Imans, Pierre..... | 4 |
|--------------------|---|

| | |
|--------------------------|----|
| Kawneer Mfg. Co..... | 5 |
| Kichler, L. A., Co..... | 63 |
| Koester School, The..... | 35 |

| | |
|-----------------------|---|
| Lyons, Hugh & Co..... | 2 |
|-----------------------|---|

| | |
|----------------------------------|----|
| Melzer, S. M., Co..... | 62 |
| Modern Artificial Flower Co..... | 49 |
| Modern Art Studios..... | 53 |
| Mutual Flower Co..... | 51 |

| | |
|------------------------------------|----|
| National Card, Mat & Board Co..... | 61 |
| National X-Ray Reflector Co..... | 55 |
| Netschert, Frank..... | 55 |
| Newcomb, E. R..... | 61 |
| Nobema Products Corp..... | 51 |
| Northern Fixture Co..... | 57 |

| | |
|-------------------------|----|
| Onken, Oscar, Co..... | 62 |
| Onli-Wa Fixture Co..... | 47 |

| | |
|---|----|
| Paasche Air Brush Co..... | 62 |
| Palmenberg's J. R., Sons, Inc..... | 39 |
| Pittsburgh Reflector and Illuminating Co..... | 47 |

| | |
|-----------------------|----|
| Rauch, F. A., Co..... | 61 |
| Roth, Karl..... | 53 |

| | |
|-----------------------------------|----|
| Schack Artificial Flower Co..... | 5 |
| Service Artificial Flower Co..... | 59 |

| | |
|--------------------------------|----|
| Timberlake, J. B., & Sons..... | 62 |
| Van Dort, C. Broes, Co..... | 61 |

| | |
|-------------------------------|----|
| Wallbrunn, Kling & Co..... | 57 |
| Wants, For Sale, Etc..... | 63 |
| Welch-Wilmarth Companies..... | 10 |
| Window Decorative Works..... | 61 |
| Woodruff, D. W., & Co..... | 62 |
| Worsinger Window Service..... | 55 |
| Walters, J. M..... | 59 |

"KICHLER"

VALANCES

FOR EVERY PURPOSE

Designers and Creators of

HANGINGS and DRAPERIES

for The Theatre The Home The Store

Special sketches gladly submitted, showing distinctive and individual treatment of your particular requirements.

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Super Decorations- “surpass highest expectation”

This telegram tells a story that we hear hundreds of times each season. You are never disappointed in Botanical Decorations—they are always one-hundred percent right.

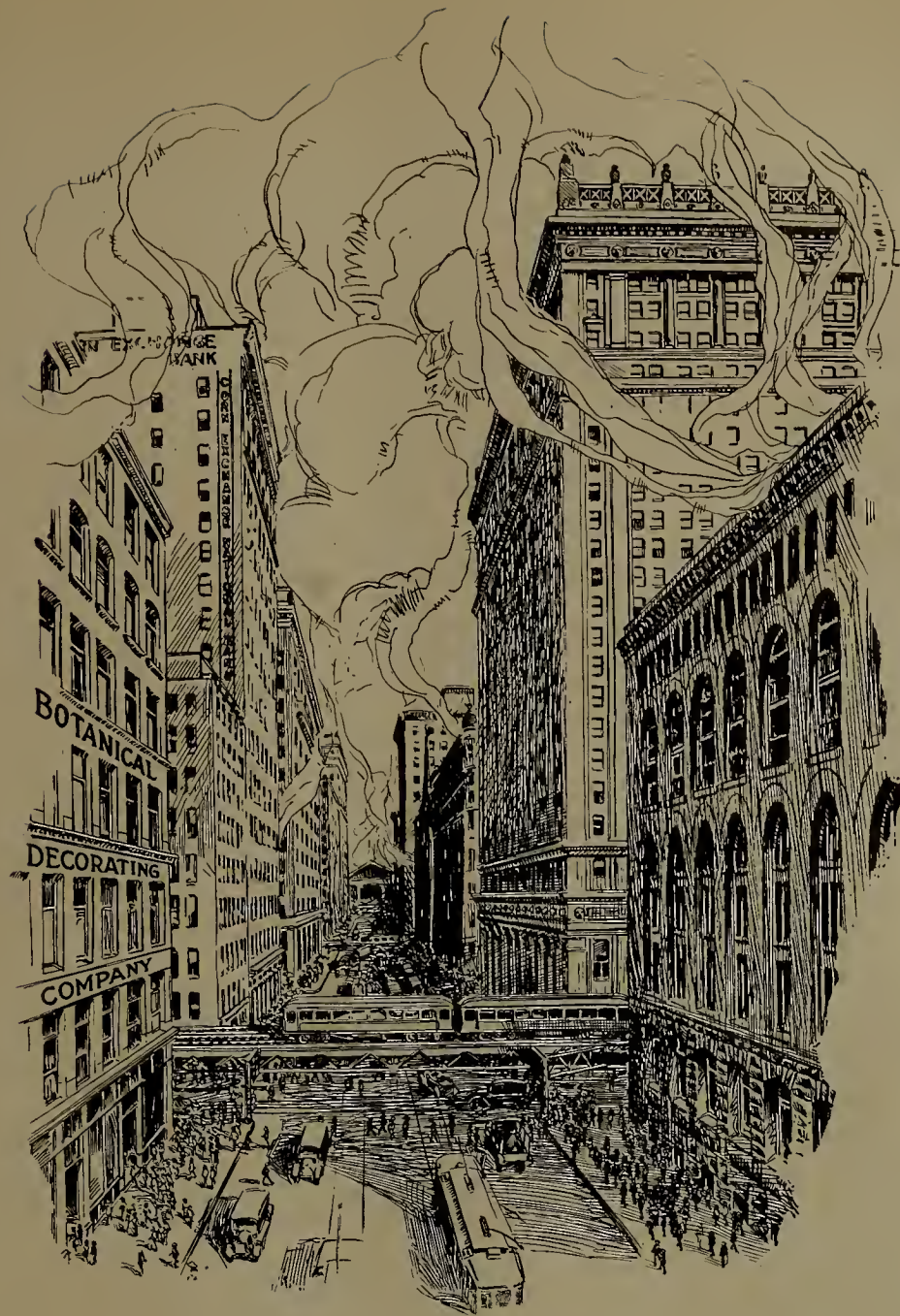
The series of displays, of which the above photograph shows one, were designed by Mr. Chas. Vosburg, who entrusted us with supplying all of the decorative details, including even the handsome wood fixtures.

You can safely entrust us with carrying out to your entire satisfaction the most elaborate or the simplest scheme of decoration.

Our proficient designers are at your free disposal—Write us.

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| 50CH 3 134P 12 US BALTIMORE MD MAR 4 1921 EIGAR MACCARTNEY BOTANICAL DECORATING TO 208 WEST ADAMS ST CHICAGO DECORATIONS ARRIVED WITHOUT BREAKAGE IN TRANSIT AND SURPASS HIGHEST EXPECTATION LETTER FOLLOWS HOCHSCHILD KOHN AND CO | | |

The Botanical Decorating Company, 208 W. Adams St., Chicago



All Roads- lead to St. Paul next July!

And as you are going to or coming from the Convention of the International Association of Display Men, stop off a day or so with the Botanical Decorating Company. : : :

We are in the center of everything--across from us is Marshall Field & Company, Wholesale; next to them are the biggest banks west of New York; the building at the end of the street is the Art Institute, but---

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The Botanical Decorating Company, 208 W. Adams St., Chicago

Special Sale Of CURTIS - LEGER VALANCES



11016—Dark Brown Applique on Linen U Crash. 18 inches deep over all.
Regular Price, per foot, \$1.30 SPECIAL OFFER PRICE, per foot, \$1.05



11017—Light Tan Applique on Linen U Crash. 18 inches deep over all.
Regular Price, per foot, \$1.15 SPECIAL OFFER PRICE, per foot, \$0.90



11008—Cream Applique on Linen U Crash. 18 inches deep over all.
Regular Price, per foot, \$1.25 SPECIAL OFFER PRICE, per foot, \$1.00



11010—Dark Brown Applique on Linen U Crash. 18 inches deep over all.
Regular Price, per foot, \$1.20 SPECIAL OFFER PRICE, per foot, \$1.00

We show here four patterns selected from our wide assortment of new spring designs.

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You will not be able to buy valances so advantageously again this season.

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Satisfaction Guaranteed

Our reputation for quality standards and fair dealing extending over a period of 52 years is your guarantee of satisfaction.

Immediate Shipment

Shipment will be made without an hour's delay, upon receipt of your order.

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Established 1869

237 W. Jackson Blvd.,

Chicago, U. S. A.

Merchants Record and Show Window

May, 1921



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The GOOD and BAD of it—

IT'S GOOD—Convention is good when it gets the boys together — gives them a chance to fraternize, exchange views and experiences. It's a real tonic to mix with one's fellow of the Craft—puts the sparkle in life like one of the historic Manhattan cocktails.

IT'S BAD — very B-a-d — when the Displayman has to follow convention in his displays because he is handicapped for EQUIPMENT to express his merchandising instincts.

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How much good business has been murdered in thy name?



One of the New Posed Models

That's why we labor day and night to produce the Original, Distinctive lines of Display Equipment sold under the Barlow - Kimnet Trademark.

To help the Displayman put over his Sales Story in his Display we design and produce in our several factories everything from the beautiful, life-like wax figures, including the famous Mannequin Products Display Forms, right down to the simplest pin ticket for clothing.

We can not only supply your every need, but we can give you a practical, co-operation and insure you an EXCLUSIVENESS in your work that will enable you to

**Get Away from
the Trite,
Business Killing
Conventional
Display**

When in New York be sure to come in and see us at our up-town Exhibition Rooms at No. 1244 Broadway. You are sure to absorb some useful and valuable ideas. If you are not likely to visit the city in the near future; let us bring to you a part of our show room—let us send you our latest catalogue that will illustrate just a few of the newest and best and most exclusive ideas of the craft. Ask for new catalog, "Secrets Display Success."

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Imperial Hotel Bldg.

Factories
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EXECUTIVE OFFICES AND SHOW ROOMS

**724 BROADWAY
NEW YORK**



**WORLD'S LARGEST
MANUFACTURERS
of
DISPLAY FORMS**

**The
Famous
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Product**

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
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New York City

Published by
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Publication Office
5707 West Lake Street
Chicago

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OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVIII

NUMBER 5

Contents for May, 1921

| | Page |
|--|------|
| Show Window Lighting - - - - - | 50 |
| By Reginald Trautschold, M. E. | |
| Carl F. Goettmann and His Work - - - - - | 15 |
| Notes from New York - - - - - | 19 |
| By F. F. Purdy | |
| An Unusual Drape - - - - - | 24 |
| Pageants and Parades - - - - - | 24 |
| June Bride Displays - - - - - | 28 |
| Our Roll of Honor - - - - - | 29 |
| Monthly Contest - - - - - | 29 |
| Service Department - - - - - | 29 |
| Show Crrds - - - - - | 32 |
| I. A. D. M. - - - - - | 34 |
| Important Notice - - - - - | 34 |
| About the Program - - - - - | 34 |
| Ladies' Entertainment Committee - - - - - | 36 |
| Hotel Accommodations - - - - - | 40 |
| Special from St. Louis - - - - - | 42 |
| Annual Prize Display Contest - - - - - | 52 |
| Window Decorations and Equipment - - - - - | 54 |



No. 2203



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THE ARTISTIC FINISH THAT

GIVES OUR FORMS
A TRUE CHARM:

AND MAKES THEM SO DESIRABLE
FOR THE NATURAL PRESENTATION
OF LADIES' APPAREL

Has been achieved only with pains-
taking care and years of experience.

Crystallize the mental attitude, into a
buying impulse.

Such is the force of attractive display.

Our fixtures will help you in this in-
teresting task. They are built with
the same care and skill as ammuni-
tion is built for a high power rifle.

Both are for the purpose of making a
smashing bull's eye.



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"Windows First"

A Safety slogan for busi-
ness encouragement.

HUGH LYONS & COMPANY

LANSING, MICHIGAN

SALESROOMS

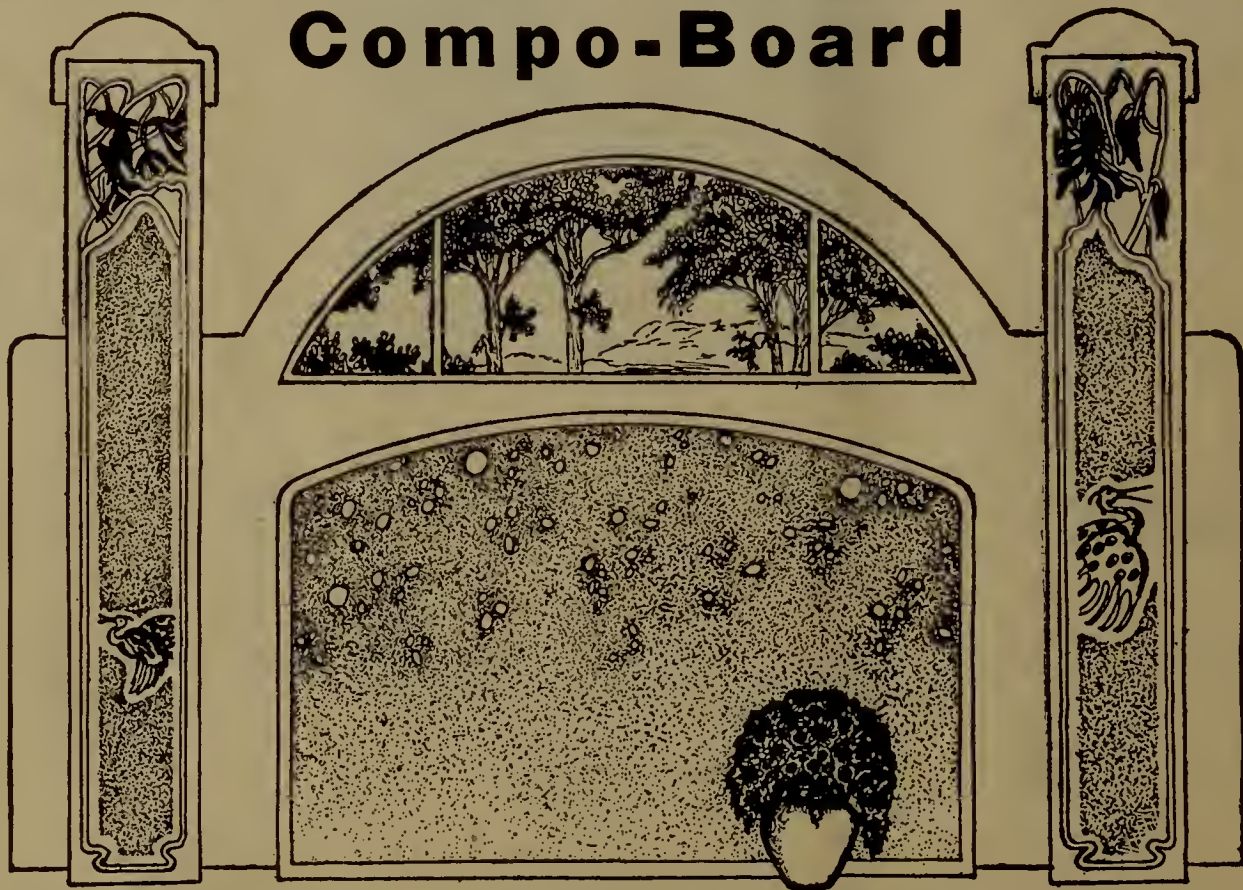
Chicago

New York

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Compo-Board

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Distinctive Modeling

is a characteristic of our products



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Each season we adapt our figures to the prevailing fashions so you will always find them suited to the most up-to-date garments.

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All of our figures whether wax figures or papier-mache forms are accurate in every line and detail and our sculptors use the greatest skill in giving emphasis to those features that are characteristic of current fashions. This season all of our figures have—

Slender Shapes, Narrow Shoulders, Gracefully Bent Arms, Slender Hands, Natural Poses and Animated Expressions.

Our latest catalog illustrates our complete line of wax figures and papier-mache forms. You will find our forms have the same graceful lines that have made our wax figures famous. Write now for our catalogue.

French Wax Figure Co.

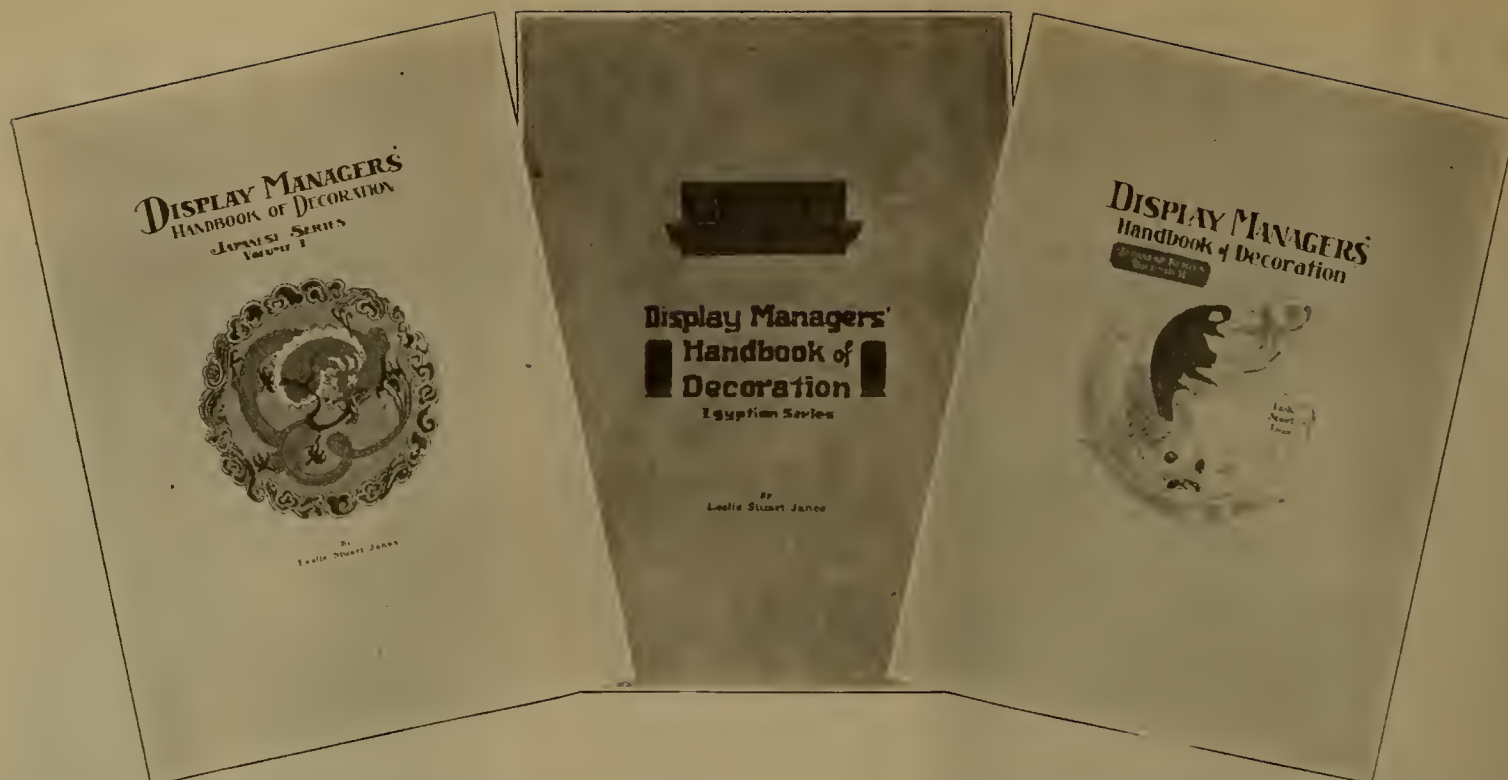
73 W. Water St.,

Milwaukee, Wis.



CHICAGO, ILL., 14th Floor, Medinah Building.
COLUMBUS, OHIO, Chas. T. Vetter, 880 E. Broad Street.

LOS ANGELES, CAL., Karl Stern Co., Inc., 314 S. Los Angeles St.
DENVER, COLO., Walter W. Martin, 319 14th St.



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These three new books on Egyptian and Japanese decoration and art have been especially prepared for window displays and interior decoration.

No work of this character has ever been published before and every source of information has been exhausted to make these volumes complete.

Each volume is acknowledged an authority in its respective field and represents an invaluable addition to the library of the architect, interior decorator, designer and displayman.

THE DISPLAY MANAGERS' HANDBOOK *of* DECORATION BY LESLIE STUART JANES

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(In two volumes)

Either volume is complete text book in itself.

Each volume contains sixteen 10x13 working drawings with complete color combinations.

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Simply Pin

this coupon properly filled out to your letterhead and book will be mailed promptly.

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Merchants
Record Co.
Chicago

Kindly mail me postpaid the following books as checked:

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☐ Japanese Series, Vol. 2....\$5.00
☐ Egyptian Series\$5.00

Name

Address

No display man can afford to be without these three books

Book Department

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5707 West Lake St., Chicago

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If you wish a sample reproduced exactly, you will get a perfect duplication in even the smallest detail of color and design. Or if you have only a rough idea that you want us to work out and improve upon, you can fully depend upon us to carry out your ideas with good taste and artistic judgment.

Just give us a suggestion as to the design and color you want. Whether it is a simple flower or a complete window decoration, our designing department will bring out all the latent beauty there is in the idea.

We have been making special designs for critical displaymen for many years and our designers have become remarkably proficient in working from samples or sketches.

Our catalog is filled with ideas that will be useful to you in planning special designs—send for it.

Chicago 1922—You're On!

L. Baumann & Co.
357-359 West Chicago Avenue
Chicago, U. S. A.

Cotillion and Parade Novelties



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 880—Electric Sparklers. Just the thing for night parades, strictly harmless, 20 in. long, 95c per doz. boxes, \$10.50 gross.
 851—Rubber Balloon. Assorted colors, per doz., 35c, gro., \$3.50.
 851½—Squawker Balloon, 50c doz., \$4.50 gro.
 850—Rose Blowouts, 95c doz., \$7.50 gro.
 853—Watermelon Balloon, 30 in., \$1.75 doz., \$18.00 gro.
 849—Confetti Bags, 50 in box, \$1.75 box, \$28.50 1,000 bags.
 849½—Bulk confetti in 50 lb. bags, 8½c per pound, 7½c per pound in thousand pound lots.
 608—Serpentine, 20 rolls to pkg., 95c doz., \$80.00 per 1,000 pkgs.
 856—R. W. B. Horns, 85c doz., \$9.00 gro.
 857—Wooden Crickets, 85c doz., \$9.00 gro.
 858—Cans with 5x8 in. silk flag, \$1.35 doz., \$15.00 gro.
 859—Am. Legion Cans with poppy and R. W. B. ribbon crepe, 95c doz., \$9.00 gro.
 860—Cans with 3x9 in. pennants in K. P., Rotary, Shrine, Elks, Moose, K. C., or any other style to order, \$1.35 doz., \$15.00 gro.

861—Silk flag, 12x18 in., with gold staff, \$3.50 doz., \$36.00 gro.
 847—Am. Shield, 10x13 in., 95c doz., \$9.50 gro.
 847½—Am. Shield, 4x5 in., 25c doz., \$1.90 gro.
 843—R. W. B. Tissue Garland, 8½ ft., 45c doz., \$3.95 gro.
 842—Tissue Bell R. W. B., 5 in., 45c doz., \$3.95 gro.; 11 in., 75c doz., \$9.00 gro.
 852—R. W. B. Tissue Fan decoration, 13x26 in., \$1.35 doz., \$15.00 gro.; 32x16 in., \$1.75 doz., \$18.00 gro.; 40x20 in., \$3.00 doz., \$30.00 gro.
 841—R. W. B. Tissue Balls, 8 in., 85c doz., \$9.00 gro.
 846—Japanese Parasols, 24 in., \$2.50 doz., 4 ft., \$1.95 each; 5 ft., \$2.95 each; 6 ft., \$3.95 each.
 844—Jap. Lantens, 8x10 in., \$16.50 per 100; 10x12 in., \$18.50 per 100; 10x15 in., \$21.50 per 100.
 867—Mustaches, black, ready for use, 35c doz., \$2.75 gro.
 872—Beards, asstd. characters, 35c each, \$2.95 doz.
 868—Wigs for men, asstd. characters, 60c ea., \$4.95 doz.
 871—Wigs for women, asstd. characters, 60c ea., \$4.95 doz.
 869—Nose Masks, 25c ea., \$1.75 doz.
 870—Lulu Mask, best grade, assorted colors, 95c doz.

800—School Girl Hats, asstd., 35c ea., \$2.50 doz.
 800½—School Girl Hats, finer grade, trimmed with flowers, 75c ea., \$4.95 doz.
 801—Tassel Turban, \$1.50 doz., \$12.00 gro.
 802—Am. Beauty Hats, 65c ea., \$4.50 doz.
 802½—Am. Beauty Hats, trimmed with flowers, 95c ea., \$7.50 doz.
 803—Am. Legion Hats, \$1.25 doz., \$10.50 gro.
 806—Happy Hooligan Hat, \$1.10 doz., \$12.00 gro.
 805—Clown Hats, asstd., 35c ea., \$3.50 doz.
 804—Plume Hats, 65c doz., \$6.50 gro.
 808—American Fez Hat, 85c doz., \$9.00 gro.
 809—Fez Hat, 75c doz., \$7.50 gro.
 807—R. W. B. Turban, 75c doz., \$7.50 gro.
 811—Cotillion Hat, asstd., 65c doz., \$6.50 gro.
 810—Fraternal Society Hats in Rotary, Shrine, Elk, Moose, K. C., Eagle, K. P., 90c doz., \$10.50 gro.
 830—Poppy Nut Cup, 70c doz., \$6.50 gro.
 831—American Flag Nut Cup, 65c doz., \$5.50 gro.
 832—Nut Cup, any color, 60c doz., \$5.50 gro.
 833—Rose Nut Cup, 75c doz., \$7.50 gro.
 834—Chrysanthemum Nut Cup, yellow, red, pink or white, 70c doz., \$7.50 gro.
 835—Favor containing hat model and souvenirs, 70c doz., \$7.50 gro.
 840—Tulip Shade, any color, 85c doz., \$9.00 gro.
 921—Shaker, asstd. colors, \$1.25 doz., \$11.50 per 100.

J. F. Gasthoff Co.

Leading Manufacturers of Artificial
Flowers and Decorative Supplies

Danville, Ill.

We have the largest and most complete line of floral parade decorations. Buy your goods direct. Notice our prices, they are right when comparing quality of materials.

If you have any special idea you wish to carry out, send us your descriptions and plans and we will be glad to help you with your designs and material.



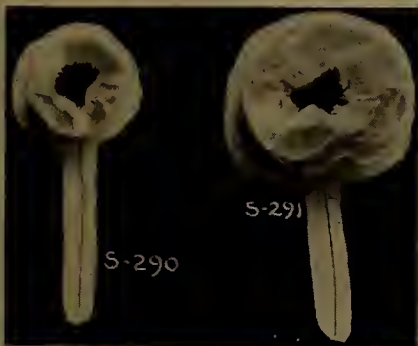
DOVE OF PEACE
F 990

F-990—Dove of Peace, one-half relief, 12x12, \$1.00; 31x36, \$5.00.



LIBERTY BELL
F 915

F-915—Liberty Bell, made of floral sheeting. Natural size with beam effect, from 36 in. to 48 in. in height. If interested, write for prices.



S-290—American Legion Poppy, with 6-in. stem and 3-in. flower, in red, pink, yellow, white and purple, \$1.75; 10 lots or over, \$1.50.

S-291—American Legion Poppy, with 4½-in. flower and 6-in. stem, in red, pink, yellow, white and purple, \$2.25; 10 lots or over, \$2.00.



FIBER ROPING
S 373

S-373—Fiber Roping in red, white and blue combinations, also plain colors, 180 ft. to the roll. Plain colors, \$1.25 per roll; combinations, \$1.50.



950—American Legion Design in Gold and Blue. 60-inch, each \$5.95; 72-inch, each \$7.50.



F-901—White floral sheeting. The best on the market for decorating automobiles and floats. Made of actual flower petals in yard squares at \$1.00.



S-949—Poppy Vine, 3 flowers, red, pink, yellow and purple, 10 leaves, \$1.95 doz.; \$21.50 gross.
S-972—Chrysanthemum Vine, yellow, red, pink, purple and white; 2 flowers, 10 leaves, \$2.75 doz.; \$24.00 gross.
S-987—Wistaria Vine, purple, pink and yellow tints; 2 flowers, 10 leaves, \$1.95 doz.; \$21.50 gross.
S-970—Violet Vine, 8 flowers, 10 leaves, \$1.40 dozen; \$16.50 gross.
S-969—Apple Blossom Vines, 8 flowers, 10 leaves, \$1.40 doz.; \$16.50 gross.

A FEW POPULAR NUMBERS OF SHORT STEM FLOWERS

S-202—Chrysanthemum, short stem, in yellow, pink, white, red and purple, \$4.00 gross.
S-236—Wistaria, in purple, pink and yellow tints, 12-in., \$4.90 gross.

S-223—Carnation, large size, only color, \$2.50 gross.

S-207—Apple Blossoms, large size, natural tints, \$4.50 per 1,000.

Write today for our floral parade catalogue in colors, showing flowers and floral parade decorations of all kinds.

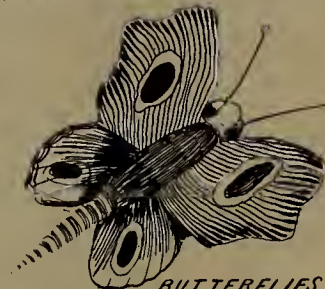
J. F. GASTHOFF & CO.

Leading manufacturers of artificial flowers and decorative supplies
DANVILLE, ILL.



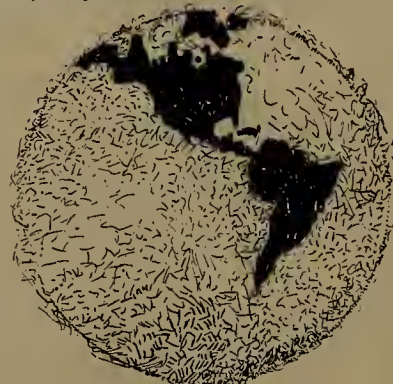
NATURAL SIZE DOVE
F 995

F-995—Natural sized Dove can be shaped in as desired, pure white grade at \$2.95 each; \$30.00 doz. Extra fine grade, best quality at \$3.75 each; \$36.00 per dozen.



BUTTERFLIES
F 997

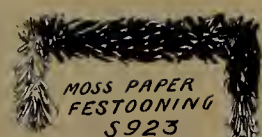
F-897—Butterflies, in sizes from 12 in. to 48 in. Let us know what you are interested in and we will quote prices.



THE GLOBE
F 913

F-913—The Globe showing America on two sides, made of floral sheeting, 4 ft., 5 ft. and 6 ft. in diameter. Unusually attractive. Write for prices.

Place your orders now to avoid delay and disappointment. Our prices are right. Our variety of novelties for parade decorations is the most complete on the market.



MOSS PAPER
FESTOONING
S 923

S-923—Moss Paper Festooning, highest grade tissue in any colors, or combinations of colors, such as red, white and blue, purple and white, 30 ft. to roll, \$30.00 per 100 rolls. State color wanted.

*You are
invited
to be our
Guest at—*



JOSEPH SCHACK, President

*The St Paul
Convention
of the
I. A. D. M.
next July*

The Schack Artificial Flower Co. will celebrate its Silver Jubilee at the St. Paul Convention and Mr. Joseph Schack extends to you a cordial invitation to be our guest at that time.

For 25 years the Schack Artificial Flower Co., Chicago, Illinois has enjoyed the support and confidence of the Display Men from all over the country, and we openly and most sincerely offer our thanks to all our friends who have contributed to our success.

17 years ago the Schack Artificial Flower Co. was the first and only Exhibitor of artificial flowers at the Display Men's Convention in Detroit.

17 years ago the Schack Artificial Flower Co. demonstrated the wonderful possibilities of using artificial flowers in connection with the display of merchandise.

17 years ago the Schack Artificial Flower Co. received the first support from the early members of the Display Profession.

And ever since this support has steadily increased, resulting in the most remarkable development of this concern.

Until today we have the great pleasure of announcing the opening of a second plant devoted entirely to the manufacturing of most exclusive decorations, made of the very best materials as silk, satin, velvet and muslin.

Being known the world over for prompt service and reasonable prices, we received innumerable requests from all over the country, urging us to manufacture a line of the most exclusive decorations, and bringing same within the reach of everyone.

*Again we repeat—Be our Guest at our Silver
Jubilee—a hearty welcome awaits you*

Schack Artificial Flower Co.
1739 Milwaukee Avenue Chicago

It will pay any merchant to send his displayman to the St. Paul convention next July. He will get ideas worth many times the cost.



No live displayman can afford to miss the I. A. D. M. convention. If you have not made arrangements to attend, get busy now.

GRAND PRIZE WINNER
Schack's Decorations Used Exclusively

Schack's Floral Parade Decorations Are Prize Winners

Why use inferior decorations when you can have the highest quality at a lower price? We can make immediate shipment of everything needed for decorating Automobiles, Floats or Vehicles of any description.

Write for Free Floral Parade Book

This book contains many hundred illustrations of Prize Winning Floats. With each book you receive—

Schack's 1921 Spring Catalog Free

A book of 56 pages, showing hundreds of different decorations suitable for decorating floats. Select from this Catalog and you are sure that your float will be different. All decorations are shown in colors. It tells you how to use

Schack's World Famous Excello

Excello is a floral sheeting for covering the body of Cars, Trucks or any large surface. Its use is fully explained in our literature. Excello is patented and manufactured by us exclusively. The uncomparable beauty of Excello has won more prizes in Floral Parades than all other so-called sheetings combined. The ever increasing demand for our Excello has enabled us to reduce the price from \$1.50 to \$1.25 per square yard. Why not use the best?

DO NOT DELAY—WRITE TODAY
Only a Limited Edition of These Books

Our new Fall Catalog showing a complete line of cloth and paper flowers will be off the press within a few days. Write for your copy.

SCHACK ARTIFICIAL FLOWER CO.

Established 25 Years

1739 Milwaukee Avenue

Chicago, Illinois



This store did exactly this!

Decrease Expense Ratio by Average Sale Increase

*Two ways
but only
one is
sure!
this*

HOW to reduce the percentage of expense? For years this has been a perplexing problem with merchants and storekeepers — alleviated somewhat during the price advance period, but now more than ever pressing for solution because of reduced sales volume. Sales reduction, needless to say, is due to lower prices, or to lessened purchases by the public, or to both of these conditions.

There are but two ways of lowering expense percentage.

1. By direct reduction of expenses.
2. By increase of sales without corresponding increase of expense.

At present little relief is promised from the first method. In the dry goods and department store field, labor, rent and advertising are the chief items of expense. The first item store owners are reducing to some extent by weeding out the careless and the inefficient. This type of reduction, however, can be only of limited extent. Still more difficult will it be to lower other items.

Only, then, by increasing sales without corresponding increase of expense can the retailer hope to substantially lower his expense percentage and maintain it at a duly economical ratio.

The decline of the last two months is indicative of present retail conditions and proves how vital it is for retailers not merely to watch the markets but to keep their eyes continually on the modernization of their equipment, their selling and their service.

— DRY GOODS ECONOMIST

*Welch-Wilmarth
Method in
Merchandising
Store Plans and
Equipment
absolutely
insures
this!*

*May we show
you how this
may be done
Economically and
Efficiently*

*Welch-Wilmarth
for excellence*

THE WELCH-WILMARTH COS.

Originators of Method in Merchandising

Grand Rapids, Mich.

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MERCHANTS RECORD and SHOW WINDOW

VOLUME XLVIII
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MAY, 1921

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Show Window Lighting

*Extra illumination for the show window—Footlights and how to make the most of them—Proper diffusion is important—Spotlights and their purpose—Color lighting for special effects—Signs that illuminate and advertise—
The advertising value of the extra lighting in the window.*



By Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

Editor's Note—This is the fourth of a series of authoritative articles prepared by an experienced illuminating engineer exclusively for this journal. These articles will appear at intervals throughout the year and will cover the following phases of this important subject: General Principles of Window Lighting, Installation of Lamps and Reflectors in the Window, Color Lighting in the Show Window, Extra Lighting in the Show Window, Reflections in the Show Window, General Suggestions as to Window Lighting.

EXTRA lighting in the show window—illumination of any kind which supplements the light from the overhead lamps—is resorted to for the purposes of securing distinctive lighting effects, adding individual distinction to the display and for showing it off under artificial conditions. To say that the effect of extra window lighting is to give a false appearance to the display is perhaps putting it too strongly, but it is a fact that supplementary illumination of any intensity does tend toward the creation of an atmosphere which is probably never duplicated outside the show window. For this reason, considerable care should be exercised in the use of extra window lighting, particularly in the matter of footlight illumination, unless the aim is to disguise the true appearance of the merchandise or to secure some startling appeal commanding respect.

Footlights

The proper and really effective use of footlighting presents probably one of the most difficult of show window lighting problems, yet the sane use of footlights offers unusual possibilities in the way of securing some highly desirable effects for certain kinds of display. Footlights, the lamps, should be placed along the outer edge of the window floor, much like the arrangement of footlights on the theatrical stage, and should be carefully screened from the view of the passersby. Placing the lamps

in trough reflectors skirting the window floor, with the light directed over the display toward the back of the show window, proves a convenient arrangement, as the upper curve, or lip, of the reflector serves as an effective screen for concealing the lamps. The direction of reflected light should be about normal to the direction of the light from the overhead window lamps and opposed to any of the general overhead light thrown forward by the back wall. With such arrangement, the light in the window is thoroughly broken up and a high degree of light diffusion secured, a condition which may or may not be most desirable and so must be properly adjusted.

Proper Diffusion

If the footlighting is of an intensity such as to balance the overhead lighting, the diffusion of light may be so complete as to eliminate all shadow and cause the display to appear flat and unattractive. Should the light from below be too intense the customary shadows are reversed and the effect is bizarre and usually unattractive. The best results are obtained when the footlighting is of comparatively low intensity, so that natural shadows are retained to some extent of soft and luminous quality. Very attractive effects are obtainable by the combination of a suitable colored light general illumination from overhead and a low intensity of unmodified footlighting. For example a display of



THE LIGHTING OF THIS LARGE WINDOW IS NEARLY PERFECT.

garden furniture can be effectively shown under a green shade of overhead lighting with soft unmodified footlighting, supplemented still further, perhaps, with a low wattage floor or table lamp and a spotlight from overhead of some contrasting colored light. Another pleasing effect is to use daylight lamps for the overhead illumination over a warmer glow from low power unmodified footlights.

The character of the display naturally influences the effectiveness of the appeal created by foot lighting, for inappropriate lighting is seldom pleasing. Take, for example, displays of women's wearing apparel. It is doubtful whether extra lighting in the show window effects any real improvement for the display of wraps, street costumes or ordinary outer garments. On the other hand, lingerie lends itself to display with footlighting, and evening gowns, for which the individual attractive appeal dominates the mere usefulness of the garment, can be shown to advantage with some softening light from below.

Use of Spotlights

Spotlights constitute a form of extra lighting which is quite generally used in the show window planned to attract attention and if they are used with discrimination pleasing effects may be secured. These sources of extra light should be located well above the display and the rays of light thrown downward on the merchandise at an angle and in a direction toward the rear of the window, as they are customarily of relatively high intensity. Usu-

ally they are provided with color screens of distinctive coloring contrasting with the colors in the show window. As they are essentially sources for localized lighting, they should be carefully trained on the object to which it is desired to draw attention. Other forms of localized lighting, such as lamps and portables added to give a homelike or utilitarian setting, should be of low intensity and should be indicative rather than effective as light sources.

These questions are largely those of window dressing for attractiveness and appeal-commanding effects, with the advertising value of the show window appearing in the selling strength of the well and appropriately dressed window, but there is a second division of extra lighting which is more distinctly of advertising nature, the use of illuminated signs in show windows. Such forms of extra lighting are highly important, for in the final analysis the chief function of the show window is to sell, with the educational and artistic value of the well dressed window of secondary consideration. Undoubtedly the direct selling message, the advertisement, is more effective in consummating sales and probably the most profitable form of sign is the one utilizing the appeal command of light, the sign utilizing or furnishing extra light in the show window.

The most usual form of illuminated signs serves only as a sign, featuring by illuminated lettering or symbols the merchandise on display, the name of the firm or manufacturer or a slogan—possibly all



A WELL LIGHTED WINDOW DISPLAY BY G. E. BERSON FOR BOSTON STORE, FORT SMITH, ARK.

three—and the lamps illuminating it are not directed upon the merchandise or other furnishings in the window. They are purely and essentially illuminated signs inserted simply to attract attention. They are usually placed either on the floor of the show window, amongst the merchandise displayed, or on the back wall of the window suspended by chains or supported by brackets.

An illuminated sign with dual functions is of the overhead reflector type, which is usually mounted at the top of the glass and reflects light downward over the merchandise—like an overhead lighting fixture—as well as emitting a certain portion of the light from its lamps through translucent letters or symbols on its face. This type of sign supplements or may replace some of the lamps providing the general illumination and may be used to serve various purposes. For example, the lamps of the sign may be of the colored variety or may be fitted with colored screens to produce modifications in the general lighting. The message on the sign proper is naturally overhead, necessitating the withdrawal of the eyes from the merchandise on view, so a very similar type of sign, but of the footlight variety, is frequently employed. This latter class of illuminated sign is said to be particularly adaptable to show windows displaying merchandise of such a form that the upper part of the object on view is larger than its base and so overshadows it. The sign is similar in form to the reflectors used for footlighting, with the illuminated reading matter on the backward sloping upper edge of the reflector. The position of the selling message is such

as to permit its being taken in while viewing the display.

Signs That Sell

More complicated varieties of illuminated signs combine the selling message, the name or description of the article, its price, etc., with a small stage effect on which to display the merchandise, the lamps of the sign illuminating the sign proper and the merchandise as well. Signs of this character can have their lamps mounted so as to create in or on the sign itself all the effects it is possible to secure in the embracing show window—overhead lighting, footlighting, etc.—and cleverly fashioned signs have been developed which will concentrate



SHOWING THE EFFECT OF FOOTLIGHTS.



BY HOWARD E. BARTLETT FOR THE GOLDEN RULE, ST. PAUL, MINN.

This beautiful and original display was called "The Pearl Diver" and was used to advertise a sale of imitation Oriental pearls. It was shown in one of the rotunda windows of the Golden Rule and attracted an immense amount of notice. An Oriental divan was placed at one side of the window and this was covered by an exceedingly rich canopy of Japanese embroidered silk said to be worth several thousand dollars. Under the canopy was the "Pearl Diver" in a reclining position and draped in a multitude of strung pearls. Her hair was bound with pearls and she also wore amulets and anklets. From each corner of the canopy was suspended a heavy rope of pearls, knotted and extending to the floor. The divan was draped with rose striped Oriental silk over which were suspended ropes of loose pearls giving the impression of quantity as well as beauty. Pearls were shown on T-stands and in great piles on the floor. At one end of the window was a large urn in which a large cluster of Oriental flowers were placed. The whole setting and decoration was strikingly Oriental and picturesque.

attention on a certain article, no matter how many other articles are on display in the window and do so without detracting from the importance of other feature displays.

Naturally, there is an almost endless variety of illuminated signs which can be used in the show window and while suitable signs will assist greatly in attracting attention and promoting business, only suitable signs are effective. That is, the illuminated sign when used should be designed to harmonize with the chief characteristics of the show window, not merely as a sign to present a certain message. In making selection of illuminated signs, in fact,

certain very positive requirements must be kept in mind. In the first place, the design and proportions of the sign must be harmonious. The lettering, reading matter or symbols must be in keeping with the rest of the window. Its brilliancy must be such as to attract without clashing, copy of any message it may carry should be as carefully planned as that for an advertisement in a high grade magazine, the illumination of the copy should be given the same thought as the illumination of the show window and its requirements analyzed before final selection is made. By requirements is meant the atmosphere the sign should create.

Carl F. Goettmann and His Work

ONE morning, nearly thirty years ago, a chubby, smiling youngster of tender years walked into the store of the Joseph Horne Co., Pittsburgh. He was dressed in a velvet suit with a wide Buster Brown collar and a brilliant red windsor tie. Without hesitation he informed the first clerk he met that he had decided to work for the Horne store and wanted to know what to do and where to start. The youngster was directed to Superintendent James Bascom, to whom he confided his ambition to become a merchant. Mr. Bascom surveyed the youthful applicant carefully, asked a few questions as to his habits and home connections, then, as there were at that time no vacancies suited to so youthful an assistant, Mr. Bascom dismissed the boy with the suggestion that he call again the next time he came around the store. The boy was evidently somewhat surprised at not being given a job after he had expressed a willingness to work for the store. However, when it came to getting a job, his mind was of the single track variety and after a moment's deliberation he started on a dog-trot around the block. In a few minutes, red faced and out of breath, he again presented himself with a grin of expectancy before the superintendent. Mr. Bascom was evidently surprised at the quick reappearance of the youngster. "Aren't you the same boy who was in here a few minutes ago? I thought I told you to come back later," he said. "Well, here I am!" The boy was put to work.

That boy was Carl F. Goettmann and he is still working for the same store as Display Manager or "Director of Store Decorations" as they term it in the Horne store. Mr. Goettmann began his store experience as cash boy, from which position he was promoted to be bundle wrapper errand boy, office boy and later made a salesman in the men's furnishings department, where he was an important factor

for twenty years. It was in the men's wear section that he really began to shine, not only as an unusually tactful and efficient salesman, but as a decorator as well.

It soon developed that Mr. Goettmann was possessed of exceptional taste in the matter of color and composition and that he had remarkable natural skill in the handling of merchandise. Aside from his regular duties as salesman, he found time to develop his latent talent for display and the evidence of his judgment in decorating the men's furnishings section was so apparent that he was assigned to assist in the windows in which this class of merchandise was shown. Later he was given full charge of these windows, which he dressed for ten years. All the time Mr. Goettmann was studying and perfecting himself in the art of display and decoration.

Then an opportunity came to take charge of the windows in the entire store and he was ready for it. For a number of years Mr. Goettmann has been putting real art into the windows of the Joseph Horne Company. His displays are notable for their rich simplicity, which is a result of rare taste and a keen appreciation of what to leave out as well as what to put in the window. Mr. Goett-



CARL F. GOETTMANN.

mann's unusual versatility and skill in showing all kinds of merchandise was illustrated in a series of June bride displays installed by him a few weeks ago and which attracted an immense amount of public interest.

There were ten windows in the series, of which several are shown here, and it will be noted that a wide variety of merchandise from nearly every section of the store is represented. In each window was a card giving a title to the display. The titles were as follows: 1 "Courting Days," 2 "Engagement," 3 "The Hope Chest," 4 "The Presents," 5



"HER PRESENTS" PERMITS THE SHOWING OF A WIDE RANGE OF MERCHANDISE FROM VARIOUS DEPARTMENTS.

"Bride's Maid," 6 "Bridal Party," 7 "The Bride," 8 "The Bridal Dinner," 9 "Going Away" and 10 "The Honeymoon."

The "Courting Days" display was in a small window and was arranged as a garden setting with the heroine seated on a stone bench with an open box of chocolates that the hero of the series had evidently just brought her. The figures were un-

usually handsome and dressed with special care. Imitation sod was used for the floor and the background was of natural plants, including ferns, palms, etc. In the "Engagement" window a single figure leaned against a flower covered table in the middle of the background. An ornamental circular mirror was hung back of the figure and at either side was a tall wrought iron floor lamp. On a stand



SHOWING PART OF THE BRIDAL PROCESSION—A NOVEL DECORATIVE EFFECT.



"THE BRIDE" SHOWS THE VALUE OF GOOD WAX FIGURES PROPERLY HANDLED.

at one side was a florist's box containing about two dozen large long-stemmed roses. A small oriental rug was placed on the velvet carpet and in one corner was a mass of ferns and palms.

In the "Hope Chest" window, which is a large one was shown a young lady seated in the midst of a profusion of dainty lingerie, which was scattered about in artistic disorder. An admiring caller was posed in the opposite side of the window. The floor of this window was covered with a handsome

Chinese rug, upon which was placed a gorgeous peacock carved from wood and gilded. The display of "Presents," of which an illustration is shown, offered an excellent opportunity to show silver, fine glass, linen and a great variety of art objects suitable for gifts. The table upon which most of the gifts were shown was pleasingly bordered and festooned with miniature roses and foliage. On a hassock near the glass was placed a bunch of cards supposed to have accompanied the gifts. This window offered many suggestions as to suitable presents for any June bride. The "Bride's Maid" window was another small one in which was posed a figure dressed for the ceremony and carrying a large bouquet of roses. This figure was thrown into strong relief by a mass of natural foliage.

The "Bridal Party" display is illustrated and is largely self-explanatory. On tall, crook-shaped wicker standards were placed bridal bouquets and the background was draped with natural greens. A bride's maid with a large bouquet and a matronly figure were posed as they might be in a bridal procession. This window was one of the most attractive of the series. The "Bride" window was cleverly decorated to suggest the interior of a church and here was posed the "Bride" with one of her flower girls. The "stained glass" background was illuminated from behind to give it the proper effect. In the next window was shown a dining room with



THIS PICTURE TELLS ITS OWN STORY.



"THE HONEYMOON" ILLUSTRATES AN EXCELLENT IDEA FOR SHOWING SUMMER FASHIONS.

table set for the "Bridal Dinner." The bride's cake, a large three-story affair, was placed in the middle of the table and surmounted by a dainty basket filled with miniature flowers. One of the chairs, which were drawn back from the table, was adorned by an immense bow of white ribbon and on another was placed a much beribboned bouquet. The background was decorated by a beautiful silver mirror with a handsome silver electric lighting bracket on either side.

The "Going Away" window, judiciously filled with luggage of all sorts, traveling and toilet requisites, hats, wearing apparel, etc. All of this was displayed in a clever arrangement of seeming disorder. In the midst of it all stood a well posed figure, dressed for going out and evidently awaiting a maid to arrange for the packing. A bouquet was shown on the top of a wardrobe trunk at one side. Neither in this nor in any of the other windows was there any duplication of the articles shown.


The "Honeymoon" window was the final display of the series. This showed the bride on a recreation pier accompanied by her dog and a chair-pusher. The "pier" was built across the window on piles which raised it a few inches above the floor. The structure was of weathered boards and the effect was made more realistic by an iron railing and life preservers. The painted background showed the further side of the pier and the ocean.

These are the sort of displays Mr. Goettmann is putting in day after day. Aside from showing his merchandise cleverly, he manages to get into his

windows something aside from the goods. He gives to them a human interest that gives to the articles shown a sentimental value. Expressed in another way, Mr. Goettmann puts life into his windows—he is a past master in creating impressions.

Aside from his work in the windows, Mr. Goettmann is interested in many other activities in and out of the store. He was the founder of the Association of Men Employees, which live organization had its inception more than ten years ago, and has filled an important place in store affairs ever since. The first entertainment given by the association was fostered by Mr. Goettmann and every social and welfare activity has been helped by his efforts.

During the World War, Mr. Goettmann was Chairman of Draft Board No. 20, and while serving in this capacity attracted almost nation-wide attention when he firmly refused to allow a trainload of draftees to move out because there was not sufficient seating accommodation for each man, and no drinking water. He marched the contingent from the Depot to Draft Headquarters, where they were instructed to return to their homes and await further call. The next day the entire contingent left the city, comfortably seated. In recognition of this interest the Pittsburgh Council honored Mr. Goettmann by changing the name of the street in which he lives from Return street to Goettmann street. Mr. Goettmann takes a lively interest in the International Association of Display Men and attends the Annual Conventions whenever that is possible.



Notes from New York

Metropolitan display men are making preparations to attend the St. Paul convention next July—"Summer Hats for Summer Wear" is a new slogan in the millinery trade—Bridal displays receiving much attention this season—Ideas from the McCreery store.

□ ➡ □ ➡ □
By F. F. Purdy

THE Metropolitan Display Men's Club held their April meeting on the 18th at the Bush Terminal building, with an attendance of over fifty. Plans for representation at the July convention were gone over and it was assured that a good delegation from New York would be on hand. Lawrence McArdle was elected treasurer to succeed Charles Vosburg, who has removed to Baltimore. Mr. McArdle was chairman of the membership committee, and he in turn was succeeded by Mr. Tourjee, display manager for Stewart & Co. Mr. Wagner, of Denver, happened to be in town and had a few words to say for the display men of Denver, and remarked upon the prosperity of the organization, with seventy-five members, and yet one so young. Arrangements were made for a special meeting the following Monday night, the 25th, for affording the members an opportunity to hear an address by Mr. Ben. Millward, chairman of the St. Paul convention committee, who came East particularly to interview the members of the New York Association and to secure some of their ideas regarding the program. An interesting session was held and no doubt many of the suggestions will be fruitful in enriching the program that will greet the visitors to St. Paul in July.

"Summer Hats for Summer Wear"

Messrs. Cronin, Hopkins and Jones, of the Metropolitan Display Men's Club, were appointed a committee to act for the organization, on invitation of the National Millinery Association, as guests of the latter at a dinner on April 19, and which function these gentlemen fulfilled. It seems that the already cordial and intimate relations between the display managers and the millinery trade are being deepened, with the plans for cooperation that are under way. The Standard Color Card Association put out their standard color card last March, and in conjunction with the Retail Millinery Association asked the display men to designate two colors for use as the basis of a decorative scheme for the displays for the week beginning

May 9, in department stores everywhere, when the slogan will be "Summer Hats for Summer Wear." Complying with the request, the display men selected azure and hyacinth, which it is anticipated will be used in displays all over the country during the special week, as the millinery trade in general has accepted the decision of the display men and say that the two colors make a fine combination. The strong featuring of the slogan adopted by the millinery trade, it is felt, will add materially to the business, and really tend to make four seasons, or a regular running business instead of two short seasons a year. Moreover, the sense of the slogan, backed by the entire trade, is looked to make a hit with consumers generally.

Bridal Displays

Mr. Malet, at Macy's, had the Broadway front assigned, half to a showing of "Summer Hats for Summer Wear," and to a fine bridal display, during the week of May 9. There have of course been a number of ambitious bridal windows, with considerable philosophy and speculation regarding the proper dates for them. In fact there were several fine ones back in April, one of the best by Mr. Weisgerber, at Lord & Taylor's, in mid-April, with the bride coming from the richly decorated altar, with huge bouquet, and little flower girl in attendance; next window a scene with several bridesmaids in a room with mirror high at back, over a long narrow table filled with flowers; next the wedding breakfast, completing half the stretch, the remainder being devoted to displays of dress goods drapes, negligees, etc. These early demonstrations have great value, but of course those of early May convey the last buying argument. The week of May 2, Mr. Malet had the entire Macy front full of displays of lingerie and negligees, including many imported silk creations. During lace week, that of April 18, he had half the stretch devoted to fine lace displays. In fact, this event was quite well celebrated all over town. On April 19, the day of the unveiling of the monument to Bolivar, the South American liberator,



AN ORIGINAL SETTING BY A. V. FRASER FOR MARSHALL FIELD & COMPANY, CHICAGO.

This is a typical example of the style of decoration used in a number of the Field windows for the spring style exposition. This and other designs in the series showed interior scenes which were given emphasis by the ornamental windows and furniture. The upper part of the window draperies was ornamented by an applique design of padded silk flowers in delicate shades of harmonizing colors that produced an unusual effect that was wholly artistic. Back of the windows was stretched silk in midnight blue which gave the impression of looking through the windows at night.

which was attended by President Harding, Secretary Hughes and Governor Miller, Macy's, especially on Thirty-fourth Street, was ablaze with American and South American flags, in anticipation of the drive of the President up the street from the Pennsylvania station, as well as in honor of the important event. But you never can tell what presidents will do. It seems that he was driven up Thirty-second street, where he was greeted by a showing of Old Glory flying from that front of the Gimbel store.

Mr. Hopkins now has the entire Tennessee marble flooring of the Gimbel main floor in and breathes a sigh of relief, as it is no joke to hold up a crowd like that of Gimbel's, section by section and week by week. But it has been worth while and adds greatly to the appearance of the store, as may well be imagined. The Vantine event was concluded here in late April, featuring the purchase of the entire stock of A. A. Vantine & Co., oriental

wares, when the establishment was dazzlingly decorated outside and in. The main features of this stock will be continued on sale regularly in the Gimbel oriental department. Mr. Hopkins, by the way, is concluding the rearrangement of most of the Gimbel departments, with the installation of a large area of new woodwork throughout.

Ideas from McCreery's

There is a little room in the McCreery decorating outfit where Mr. Beyer has two separate and interesting things going. Most of the space is taken up by storage and treatment of colored fixtures. McCreery's are very critical regarding color combinations, to the smallest detail, even to the matching, in nearly all instances, of the fixtures to the color scheme. It is not always practical to buy colored fixtures, getting at will every hue needed, and a little painting department has been installed



SPRING DISPLAY BY ARTHUR V. FRASER FOR MARSHALL FIELD & COMPANY, CHICAGO.

This is one of a series of windows decorated in similar manner for Marshall Field & Company's spring exposition. The general style is original with Mr. Fraser. The background was constructed of wall-board and lumber. Back of the lattice work openings and in the circle was hung midnight-blue silk. In the circle was placed an applique design showing a bouquet of padded silk flowers surrounded by a simple applique border. The furniture, which was specially designed, was decorated with designs in similar style painted. The tall, narrow cabinets in the background added greatly to the effect.

to take care of the matter. One day recently, for instance, white pedestals were needed, suddenly, for the first time in six months, and they were promptly furnished. The other feature of this room is the collection of various set pieces specially made for displays, which have been successfully used at McCreery's, and are here gathered for shipment to outside houses requiring them in their work. In fact, this little department has been featured to the extent of having a man make a little trip or two, to explain and sell these paintings and other auxiliaries of special window display. A number of New York stores sell their used display feature merchandise to the fraternity in other cities, who keep a weather eye out for things of this kind that they need for their purposes. Here even this matter seems to have been cared for in an exact and simple working general system.

A Notable Hosiery Display

Mr. Beyer had half the main front devoted to hosiery during "Hosiery week" of April 18. In the center of the three windows was a big stocking woven specially at the mill, 10 feet long, which swept over a mammoth stocking box 6 feet 6 inches long. Glass owers and metallic fringes were features of this and the other hosiery windows, where the merchandise itself was displayed. The other half of the front consisted of three windows devoted to exemplifying Home Furnishing Week. You see we are getting so many weeks that soon we shall not have enough to go round. In one window was a dining room suite over a Chinese rug. Next was a sun parlor and summer living room, with wicker furniture and cretonnes, with figure of a summer girl just rising to go out for a game of golf. Another window featured floor lamp, phonograph, etc.,



A SPRING DISPLAY BY A. G. ROHL FOR O'CONNOR, MOFFATT & CO., SAN FRANCISCO, CAL.

The color scheme of the section on the left is grey, orange and yellow. The gown shown on the figure is of grey georgette and the fur grey squirrel. Orange colored flowers are shown in the high stand and yellow roses are intertwined in the garland. In the left section the colors

are coral and grey. The woman's and child's dresses are respectively coral and grey. The roses in the garland are coral and the general tones of the painted panel suspended from the background are soft greys and coral. In this display, the handsome wax figures are admirably posed.

with the furnishings shown over a fine domestic rug.

Patch Posters

Mr. Munn, of Franklin Simon & Co., used a few days ago, in connection with the azure and hyacinth color scheme so generally promoted during "Summer Hats for Summer Wear" week, two fine and expensive patch poster gowns, the dresses, of dotted Swiss and organdie, being carefully applied in appropriate relief and every detail being carefully executed. The stockings were of finest silk, cut in half in accordance with the scheme, the half used for the patch poster being rounded out to a sufficient extent to meet the requirements of bas relief. Really, the design of the gown of the woman could be reproduced with very effective result. The other one showed a mother holding a child in her arms, with a real sacque in her hands, as though putting it on. This latter was in a window showing children's and infants' wear, the former being used in connection with millinery. It is understood that Mr. Munn is to dispose of these two artistic productions to houses outside of New York. This course, which has been alluded to before in this letter, is a very natural course in connection with a lot of the fine and expensive things that are ordered for New York windows. They are fully as well suited to interior stores, and tend to elevate the

taste of the public as well as the treatment of the windows. The connection between the out-of-town display managers and the metropolitan man is becoming stronger, and the tendency is for the former to make more frequent trips to New York, and to maintain a connection with one or two display manager friends here for the purpose of getting a line on anything in the way of an ambitious setting that they can use and procure at an advantageous price.

Display of Furs

There was a big fur function here at the Commodore Hotel on April 20, with a combined dinner, dance and fashion show at "\$10 a throw," which indicates the ambitious character of the affair, which was successful and well attended. Several of the garments, showing some of the new styles for next fall and winter, were secured by Mr. Munn and placed in the windows of Franklin Simon & Co. the following day, for several days.

Oppenheim, Collins & Co., specialty house, are putting in an elaborate new front in their store in Buffalo, N. Y. A fine walnut background will be in place there. Mr. Schultz, in charge of the windows in the Cleveland store, was a recent visitor here touring the town with Mr. Benjamin, who is in general charge of the firm's windows. Work will soon be going forward on the addition to the Brooklyn store, where Mr. Kenny is back looking

after the windows. Mr. Robinson is in charge in Buffalo, where the improvements noted are being put in.

Notable Brooklyn Display

Mr. Waldron is doing some remarkably fine work at Loeser's that is commented on admirably by several of his friends in the trade, especially his front of late April dominated by the lilac hue, and the extreme right window particularly, where milady, in an evening gown of lilac, was sitting in front of her dresser, over which was a luxurious canopy of the prevailing hue. To right and left of her were huge baskets of lilacs. Long drapes of lace and lilac silk completed an unusually impressive window. A placard, or panel, painted with a border of lilacs, in front, lent the finishing touch, with this neatly letter inscription well within the border:

*Along her way my love doth go;
Lilac flowers bud and blow;
Old lace adorns her silken dress,
And pearls her snow white throat caress.
But moon and sun that beam and burn;
Keep safe my love till I return.*

The window was of the rare delicacy of the foregoing verse, and which is always evident in Mr. Waldron's windows. Yet with the delicacy and daintiness was a strong and compelling quality remarkable for pulling the attention of large crowds, all the way from policemen to fashionable and fastidious women. Hats off to Mr. Waldron. Notwithstanding a long illness some time ago that practically deprived him of his hearing, he has "come back" stronger than ever and is doing his best work.

A Novel Display of Towels

Mr. Rooney had a great Turkish towel window in at the Livingston street corner of Abraham & Straus, Brooklyn, in late April. Its ambitious quality shows what the trade is trying to do for Livingston Street in popularizing and dignifying it. Picture this, without further generalities: Floor entirely of white, pink and blue Turkish toweling, backgrounds of same, puffed or matted together; pillars twined with same; kneeling camel in foreground, wholly covered, even to tail, with ingenious wrappings of towel, a load of bundles of towels on his back; a turbaned Turk standing by, all clad in the ubiquitous towels; red oriental lights at various parts of the large L-shaped window to complete the oriental effect. There was not a suggestion of a price, for this was a showing to create an atmosphere of towel-buying that would get away with anything. It seems quite safe to say that America has never had the equal of this display of Turkish towels. At the same time a large Fulton Street window had in a good display of sporting goods. Setting, picket fence, white, across back; in center, back, a wide, high mass of green, with recess in center to admit a white pedestal on which a large vase of flowers rested; large sprays of lilacs climbed the fence on either side. The merchandise included everything in sporting goods appealing to youth in spring and summer time.

A Good Cotton Window

Mr. DeVausney has been staging some excellent features at Namm's, including the May sale of white undermuslins, "from the cotton fields of the South comes this great sale of undermuslins," as the placards read. The main arcade window had



DISPLAY BY JOHN H. GRAY FOR JOHN D. VAN ALLEN & SON, CLINTON, IOWA.

This photograph illustrates how the colored cover designs of this journal may be adapted to the requirements of your own window and merchandise. The general idea for this setting was taken by Mr. Gray from the cover design used by us in the November, 1920, issue. It will be noted that the display man has varied considerably from the original design but the lines and general effect are not greatly altered.

In the same way, the cover for each successive month presents a general scheme of decoration that soon or late can be used to advantage by the displayman and the color and other details can be varied to suit the taste of the displayman who uses the idea. In this display the tops of the columns were illuminated. The original design was widened to accommodate the large window.

in a maiden of pre-Civil war time in hoop skirt made of layers of cotton batting, while in rear was a plantation setting with darkies picking baskets of cotton. Further down was a display of Philippine cotton underwear, with a local setting made chiefly of bamboo and remindful of the Philippines. Through the store at various times recently interior displays have been made to give life to special events in different departments. The sale of voiles and organdies on the fourth floor was ornamented by a large array of roses and smilax, this section of the new building being turned into a veritable rose garden. Elsewhere the muslin underwear department was decked out in garlands of pink flowers with green lights. In the floor covering section where the showing of summer rugs was made, garlands of yellow flowers and accompanying lights gave this section a festive and attractive appearance that likewise lent a favorable shopping atmosphere.

Mr. Goodwin, display manager for the J. S. Bailey Co., of Brooklyn, is taking a few weeks vacation to recuperate from his recent illness, from which his friends hope for his speedy recovery. Mr. Goodwin is one of the younger Brooklyn display managers and is a general favorite in the Borough.



An Unusual Drape

HERMAN FRANKENTHAL, Display Manager for B. Altman & Co., New York, is a specialist in draping and has a happy faculty of adapting his designs to the materials he has to work with. He is especially clever in working out unexpected and striking designs from unusual materials. The accompanying sketch shows a gown draped from a Japanese shawl about two yards square. This was a gorgeously embroidered affair with a wide fringe which has been worked into a stunning gown of simple but highly artistic design. The long fringe is made to serve as trimming for the trimming and the only addition to the shawl is a large oriental jewel used as a clasp for fastening the gown at the left side of the waist. As this shawl is valued at \$250, it goes without saying that it was in no way damaged in making this drape.

Mr. Frankenthal's drapes are carefully watched by high class dressmakers who frequently find inspiration in his arrangements of fabrics in the Altman windows. It is not unusual to see artists making notes and sketching the drapes in the Altman windows. Frequently a customer will bring



MR. FRANKENTHAL'S SHAWL DRAPE.

her dressmaker to the store to make notes of a drape and then buy the materials just as Mr. Frankenthal has shown them in the window. As his drapes are usually made with the costliest fabrics, sales made in this way run it a considerable sum in the course of a season.



Pageants and Parades

JUDGING from present indications, this is to be a big year for pageants and parades. This prediction applies to the largest cities as well as to the smaller towns. And in this connection we repeat what has frequently been said in this journal—the displaymen should play a prominent part in the organization as well as the decorating. The larger the city and the more elaborate the parade, the more reason there is for the organized services of the displaymen.

The organization of an ordinary floral parade is not a complicated matter but no matter how small it may be, it should be handled systematically to make it a success. On the other hand, a pageant of rural pretensions assuredly will require experienced decorators to supervise the planning of the floats and their arrangement in the parade as well as to handle innumerable little but important details.

What can be done by a well organized displaymen's club in helping to make a big success of an important pageant was illustrated in Buffalo, last summer. The occasion of the parade was the Pilgrim Tercentenary and the procession was more than a mile long. It was the biggest event of its

kind ever held in Buffalo and one of the finest ever held in the United States.

When the Puritan Pageant was first thought of the call was sent out to every organization in the city asking for co-operation and the Buffalo Displaymen's Club was one of the first to respond. Their services were gladly accepted and the general supervision of decorations as well as the designing and decorating of the floats was placed in the hands of the club. When it is understood that practically every club, fraternal or business order, every nationality and every organization of any kind was to be represented by a float in the pageant one can realize the immensity of the job. The displaymen, however, "got away with it" in fine style. In addition to decorating their own stores and windows, they did yeoman service in getting ready the scores of historical floats used in the parade.

John R. Dean of the Buffalo Trust Co., was made chairman of the Parade Design Committee, and Clement Kieffer, Jr., was made assistant chairman—with them worked the entire membership of the club who were called "service men." A list of the participants in the parade was made up and designs for the floats were assigned to them. These



BY ROSS C. COMINGORE FOR SCHRIVER-JOHNSON CO., SIOUX FALLS, S. D.

This float was used in the parade held during Pageant Week and easily carried off the first prize. In the middle of the float was represented by a pile of boxes covered with muslin and painted to look like granite. On and around this

rock were posed a lot of pretty girls in classic dancing costumes. On top of the rock was a small girl dressed as cupid. In front rode the Indian maiden Minnehaha. Floral sheeting was used to cover this float.

included everything of historical importance from the landing of the Pilgrims up to the signing of the Declaration of Independence. Then the parade was laid out in divisions and sections. Blueprints were made showing the position of every float and marching body from the mounted police at the head to the "citizens in carriages" who brought up the rear. These blueprints were distributed to all who were to participate and every section bore the name of one or more members of the Display Men's Club who had been assigned as "service men." When the blueprints were sent out, the following letter of explanation accompanied them:

Division.....Section.....

In reply to your generous response and that of the splendid organization you represent, to co-operate in the **TERCENTENNIAL OF THE LANDING OF THE PILGRIMS**, to take place September 24, 1920, and assist in giving our City one of the finest spectacular pageants in its history, we enclose blue prints of the parade formation, together with details and instructions as laid out by the Mayor's Committee:

1. The line of march has not yet been definitely decided. Later information will follow as to where to form and at what time.
2. The parade is composed of four divisions.
3. Each division has sections lettered alphabetically. Yours is Division.....Section.....
4. There will be one Grand Marshall wearing a red sash, head of Division No. 1.
5. Division No. 2, Lieut. Marshall wearing blue sash.
6. Division No. 3, Lieut. Marshall wearing white sash.
7. Division No. 4, Lieut. Marshall wearing yellow sash.



BY CURTIS L. FERRELL, HATTIESBURG, MISS.

This float won first prize in a Merchants' Display Week. This float, which represented a birthday cake, was decorated with white floral sheeting and trimmed with pink chrysanthemums and pink festooning. The posts were covered with white floral sheeting and topped with large white lilies. The candles were cut-outs with the flames covered with mixed metallic flitter. A large white dove was fastened to a low post in front but does not show in the picture. The floor was covered with white floral sheeting studded with large pink 'mums. The size of the float was 15x7 feet. The bottom layer of the cake was 6 feet, 6 inches and was 10 feet from the floor to the tops of candles.



BY MATT MARKUSICH, SAN ANTONIO, TEX.

This float was for the Spring Carnival and represented an aeroplane. It was built of light lumber and braced with wire. The planes were covered with canvas which does not show in the picture. Chrysanthemums were used to outline the plane.

8. These are the only parade officials in citizens' clothes unless otherwise notified.

9. All participants and marching bodies must be in costume or uniform.

10. Signs or names of floats must be uniform and furnished from one place.

11. Places must be reserved on each side of the float for the name.

12. Marching bodies will be named in the general program.

13. Each float must be carried on a large auto truck. If horses are used, they should be led or have a rider on each of them.

14. Float platforms should not exceed 20 ft. in length, 12 ft. in width, and the law requires them to be not over 14 ft. in height (from the ground).

15. Each section and organization will be furnished with service men. The Buffalo Branch of the International Association of Display Men has volunteered their services for this purpose. The duties of these men are to give information as to where certain things can be secured, to assist in the designing of the floats, to carry information to and from the committees, to aid in every way possible. These men are not workmen and must not be expected to build the floats.

16. Service men will be in communication with you not later than.....

17. Each organization is to finance its own float.

18. No one is limited to what they can do or how elaborate they may wish to make their section. The blue prints merely give in a general way the parade formation in sequence of event. The City under the direction of Mr. Malone has given the Broadway Auditorium for the purpose of having all the floats built in one place. This will enable us to have better co-operation in every way, giving ample space for all, and allow a dress rehearsal, and to receive instructions in a body. The committee has arranged for a general contractor to build anything desired, whose services may be engaged through the Chairman of the Parade Committee, John R. Dean, care of Buffalo Trust Company, and Clement Kieffer, Jr., care of C. A. Weed and Company.

Please send a photograph of the Chairman of your com-



BY C. B. CLARK, MIAMI, FLA.

This float represented the Queen of Fashions for the E. B. Douglas Co. At the back was a sort of throne where sat the Queen in a gorgeous costume. The throne was decorated on each side with a peacock, the tail of which helped to decorate the side of the structure. In front were two negro boys dressed as Nubian slaves and holding enormous peacock feather fans.



BY HENRY C. WHITNACK, ELKHART, IND.

This was an unusually handsome float for the G. A. R. The platform was covered with floral sheeting. In the middle was a hemisphere studded with silver stars and surmounted by a Goddess of Liberty holding a flag and shield. On the side of the hemisphere was a large cage of gilded papier mache. At each corner was a pedestal holding an urn filled with flowers. This float was decorated by H. B. Sykes Co.

mittee, a list of its members, and an outlined description of what your organization proposes to do, to George A. Williams, Publicity Manager of the Buffalo Evening News.

The Mayor's Committee has just one suggestion. Make it big; make it brilliant; make it worth while. Let's all get together and make Buffalo the one-talked-of City in the United States, as moving pictures will be shown all over the country.

Mr. John R. Dean will be in his office, Buffalo Trust Company, 449 Main St., after 3 P. M. until Friday, September 3d (only) to answer any questions you may wish to ask.

Our time is short, let's go.

The pageant turned out to be the biggest event of its kind in the history of Buffalo and to the Display Men's Club may be attributed much of the success. The display men performed an enormous

amount of work but the results justified the effort. It is safe to say that the Buffalo Display Men's Club did more to establish itself by this one stunt than ordinarily could have been done in years of routine work. They demonstrated their public spirit as well as their efficiency.

Where a parade, carnival or other similar event is to be held, the display men of the town should take charge of it in cooperation with the business men. By so doing, its success will be assured. In this connection, there are various points contained in the regulations governing the Buffalo Pageant that could, with more or less variation, be applied to any parade.



BY MATT MARKUSICH, SAN ANTONIO, TEX.

This photograph does not do justice to this float which was an unusually attractive one, the color values, however, are lost in the picture. The large vase on top held an artist's brushes and the palette.



BY MATT MARKUSICH, SAN ANTONIO, TEX.

This float was decorated with tea roses and butterflies. It was built of a light wood framework and covered with cardboard and muslin painted. Much of the effect is lost in the picture.

MERCHANTS RECORD and SHOW WINDOW

*An Illustrated Monthly Journal for Merchants,
Display Managers and Advertising Men*

| COMBINING | | | |
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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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May, 1921

June Bride Displays

MORE attention is being given to June bride displays this year than ever before. The big department stores, especially, have come to a fuller appreciation of this event as a merchandising feature if it is properly handled and stores that formerly paid but little attention to these displays are now making much of them.

In years gone by, the average store put in a bridal window to display feminine finery suitable for the bride and wedding attendants and let it go at that. Then displaymen began using more windows and included additional lines of merchandise. So the bridal display has been growing in importance and scope until it takes in nearly every important line carried by the average department store and occupies sometimes as many as a dozen windows.

The best time for putting on a bridal show is a matter that is open to discussion. Some merchants believe in holding them as early as the first week in April—others consider May a better month. No matter when it is held, a good June bride display should be looked upon as a red-letter day in the display man's calendar and preparation should be made for it with the same care given to seasonal openings. It should not be handled in a half-hearted way but should be planned and carried out with the idea of making the most of an opportunity.

The St. Paul Convention

THERE is every indication that the St. Paul convention will be an immense success—possibly a greater success than any previous meeting. There will be the most instructive program that has ever been offered. The attendance promises to include practically all of the leading displaymen of the United States and Canada. The exhibits of display equipment and decorations is confidently expected to be the most elaborate and instructive ever held. St. Paul holds forth the promise of a carefully prepared program of instruction and entertainment in one of America's most delightful summer resorts.

With all of these and many other inducements, the displayman who fails to attend this meeting is missing a real opportunity for practical improvement. The merchant who fails to send his displayman to this convention is making a serious business mistake.

Annual Contest Class May 31

DISPLAYMEN wishing to enter our annual Prize Contest will have to hurry as all entries must be in this office not later than June 1. Get your photographs together and send them in at once. An announcement giving complete details appears on another page in this issue. Read it carefully and get busy.

Help the Printer

THE advertising man who understands how to lay out his copy, choose the right paper and specify the style and sizes of type and the colors of inks will get from the printer a finished product just as he expected. Not only that; he saves time, money and unpleasant arguments. It pays to specify exactly what you want when buying printing—not because printers do not know their business but for the reason that the printer is not a mind reader and cannot be expected to know what the ad man wants, unless he is told. Don't let the printer guess what you want.

A Correction

IN THE April issue under the heading "Buffalo Has a Live Bunch" we referred to A. J. Leech as display manager for the Kleinhans Company, of Buffalo. A. J. Allert is display manager for Kleinhans Company, and has been for the past eleven years. Mr. Leech is second assistant for this firm.

Our Roll of Honor

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers: petition. Awards for 1921 have been made as follows:

Richard B. Meyers, Emporium, St. Paul, Minn.
C. F. Fuller, M. W. Tanner Company, Saginaw, Mich.
T. A. Bradley, Perkins-Timberlake Company, Wichita Falls, Tex.
Howard Fossette, the shop of Culture, Memphis, Tenn.
Ralph Pfister, Falk Mercantile Company, Boise, Idaho.
M. H. Lubber, Killian Company, Cedar Rapids, Ia.
O. E. Wheete, Halliburton-Abbott Company, Tulsa, Okla.
Bert Smith, Meyers Bros., Newport News, Va.
Jack Lannon, Rader & Bro., Easton, Pa.
Leo E. Auger, 3 Pearl street, Salem, Mass.
Joseph F. Bosse, T. Pariseau, Manchester, N. H.
Kashikei Yohenten, Nagoya, Japan.
Earnest E. Lewellyn, Bon Marche Stores, Asheville, N. C.
P. Watkins, Bradford-Husch Company, Columbus, O.
S. Wolf, The Wonder Millinery, Portland, Ore.
W. Yeager, Wolf, Griesheim & Sons, Bloomington, Ill.
Edw. McKinnon, Joliet Dry Goods Company, Joliet, Ill.
G. E. Berson, Boston Dry Goods Store Company, Fort Smith, Ark.
C. J. Guenther, Meis Bros., Danville, Ill.
George W. Johnson, Fante Bros.-Danforth Company, Sioux Falls, S. D.
Samuel Goldstein, People's Department Store, Burlington, Va.
Charles Peller, Knight's Ladies' Wear, Drumright, Okla.
A. G. Rohl, O'Connor, Moffatt & Co., San Francisco, Calif.
C. A. P. Dixon, Collinson & Cunningham, Palmerston North, N. Z.
Cecil Conner, Adler's & Co., Lebanon, Ind.
W. J. Randolph, O'Brien-Jobst, Peoria, Ill.
H. C. Whitnah, H. B. Sykes Company, Elkhart, Ind.
Fred Ashfield, Bryson Graham, Ltd., Ottawa, Ont.
Matt Markusich, Saul Wolfson Dry Goods Company, San Antonio, Tex.
J. P. Northrup, Tepper Department Store, Elmira, N. Y.
Harry S. Humi, Hershfield Bros., Kalamazoo, Mich.
Bruce Phenix, Crook-Record Company, Paris, Tex.
Carl F. Skaer, T. S. Martin Company, Sioux City, Ia.
Herman Frankenthal, B. Altman & Co., New York.
R. W. Goodacre, The Mode, Ltd., Boise, Idaho.
William J. Sanger, J. B. Wells & Son Company, Utica, N. Y.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
Joseph J. O'Brien, Cleveland, Ohio
Wm. Wade Hampton, San Francisco, Cal.
Howard E. Bartlett, St. Paul, Minn.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us catalogs and any information you may have covering the subjects checked on the following list:

- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Card and Mat-Boards. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Special Sale Signs. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wax Figures. |
| | <input type="checkbox"/> Wood Carvings. |
| | <input type="checkbox"/> Wax Figure Repairs. |
| | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

.....

We expect to build (.....) Remodel (.....)

Name

Address

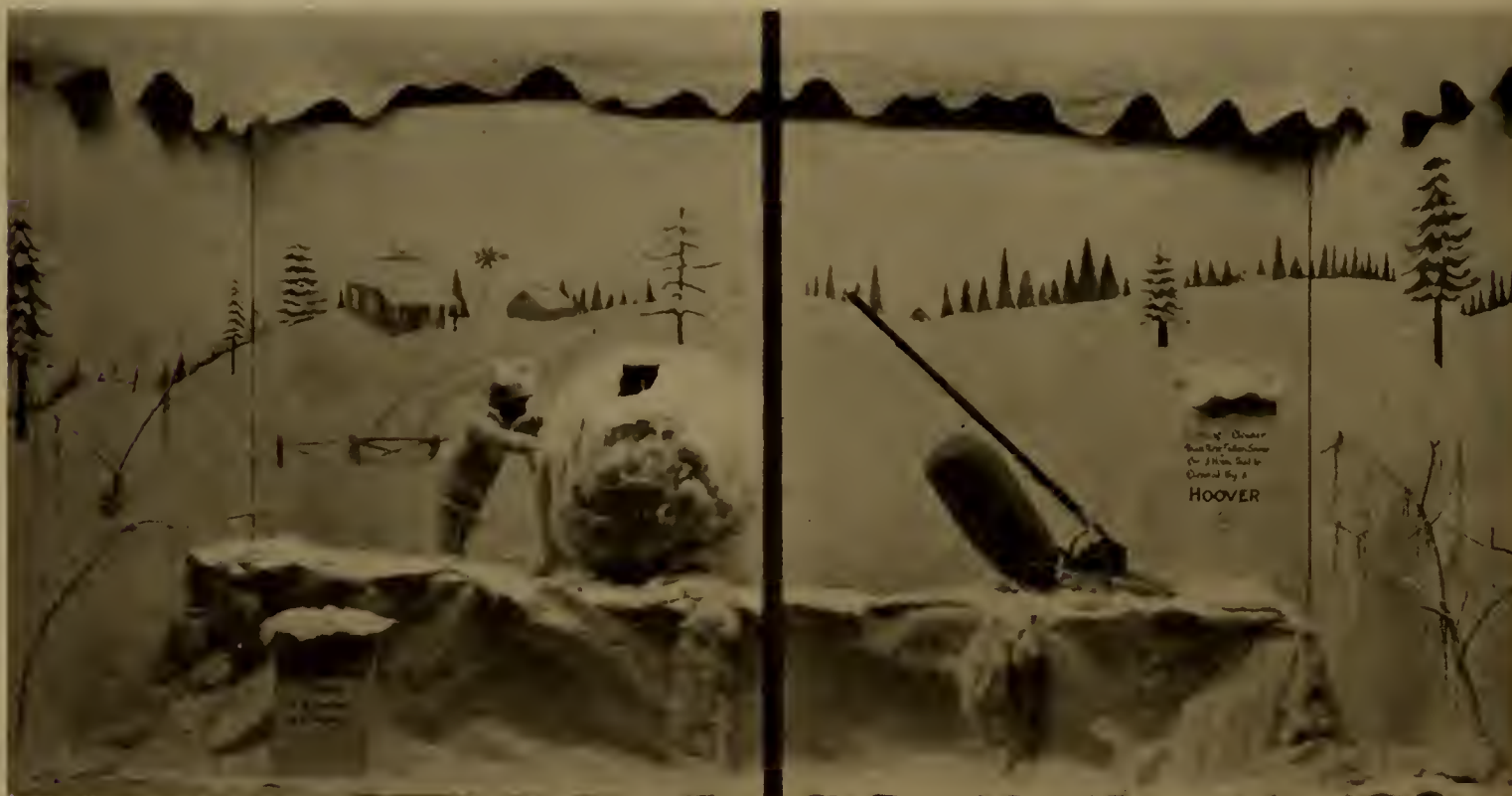
Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.



SPECIAL DISPLAY BY E. R. DEAN, FOR DAYTON CO., MINNEAPOLIS, MINN.

This large corner window was trimmed especially for automobile show week. The window was decorated to suggest a beach scene and around the upper part was a suggestion of awnings, etc. Across the corner was the best sport model Stutz runabout in a brilliant red finish. The garments were the snappiest sport wear and one bathing model. The big beach umbrellas and outdoor furniture made quite an impres-

sion. Flowers and foliage were used profusely in the background. This window had a lot of atmosphere and attracted a lot of attention. It was a big job getting this large car into the window, but the result justified the effort. All of the other windows of the store were carried out in the auto show colors—green and white. In each window was a big tire framing a handsome circular show card.



PRIZE WINNING DISPLAY BY M. H. LUBER FOR KILLIAN'S, CEDAR RAPIDS, IA.

This display was to advertise the Hoover vacuum cleaner and was awarded the third prize of \$70 in a window display contest in which more than 400 contestants were entered. The background and ends of the window were covered with

a continuous winter landscape and in the foreground was a small boy dressed white, playing in the snow. The show card read: "Nothing is Cleaner than New Fallen Snow or a Home that is Cleaned by a Hoover."

The Experienced Display Man Says to the "Beginner"

"Boys, take my advice—study Window Display and know what you are doing. Don't waste time trying to 'pick up' window trimming in a store and expect to compete with professional men.

I know what I am talking about because for ten years I tried to 'pick up' a knowledge of the work and by that time I began to feel that I was a fairly good display man, but I still lacked a thorough knowledge of the work and could get no speed in my show cards.

I had heard of the KOESTER SCHOOL and finally decided that if I ever expected to get a bigger salary that it was up to me to perfect my work.

My first week in the KOESTER SCHOOL demonstrated to me that I had practically wasted the ten years trying to educate myself, and I had to undo many things that I was doing that were not right. My first position on leaving the school gave me over 50% increase in salary and my advance since then has been rapid and very satisfactory.

My great regret is that I did not attend the KOESTER SCHOOL much sooner and it is for this reason that I make this plea to all beginners—Take the KOESTER SCHOOL Course at your very earliest opportunity."

We Say

Get in touch with several of the thousands of KOESTER graduates and get their honest opinion of how valuable has been their training at the KOESTER SCHOOL. If there is not a Koester graduate working in

USE THIS COUPON

THE KOESTER SCHOOL

314 S. Franklin St., Chicago

Please send me your Year Book FREE.

Name
Address
City
State

your town, write us and we will supply you with names of boys in your vicinity.

The fact that over nine thousand students have had training in our institution in the past fifteen years is an assurance to you that a course in the KOESTER SCHOOL pays.

Don't Delay

The man who puts off from day to day, and year to year, his opportunity of learning quickly all the intricacies of his calling, soon is outdistanced by all the more ambitious young men, who take advantage of thorough training given at the KOESTER SCHOOL.

Procrastination in this matter is keeping money out of your pay envelope every week.

Mr. Busy Merchant, we can solve the problem of getting good advertising done for your store without doing it yourself. We can train your brightest clerk to do the work and give him a foundation that will enable him to grow bigger day by day.

Mr. Window Trimmer

with your knowledge of merchandise plus the energy and alertness required to succeed in your work, our Advertising Course opens to you an unusual opportunity to increase your usefulness and build well for the future.

We have a practical correspondence course in Advertising for those who are unable to attend. We give personal instruction later without extra charge.

Window Trimmers Wanted

IN THE hundreds of inquiries that we get each year from merchants asking for young men to fill positions they invariably specifically demand that they want a man with a thorough knowledge and training in all branches of the work.

This means that you must have KOESTER TRAINING in order to serve your employer satisfactorily and in order to get most remuneration for yourself.

The KOESTER SCHOOL recently has had so many requests for men that it has been utterly impossible to fill all the positions. Invariably every inquiry calls for a Koester trained man. Merchants everywhere recognize the value of Koester training.

ALL OUR STUDIES ARE EXPLAINED IN OUR BIG YEAR BOOK

This book should be in the hands of every clerk and merchant—it outlines the way to the greatest possible success for you in your future work. It shows the work of many of the thousands of successful KOESTER men. It shows you how you can study at home and pay in easy monthly payments, or how you can attend the school and devote all your time to study under close, personal supervision of the best instructors in the world. WINDOW TRIMMING is the only study we do not teach by mail.

THE KOESTER SCHOOL

314 South Franklin Street

CHICAGO

(The Window Display Center of the World)

Modern Show Card Writing

JUDGING from the many examples received by us, the beginner at show card writing is generally a bit over-ambitious at the start. He wants to make fancy cards before he can make plain ones, and shows an inclination to use highly ornate lettering in favor of the simple, comparatively easy styles.

This, perhaps is natural, but it is not the best way to master the art of making show cards. The logical and practical way to learn show card writing is to start at the beginning and first master the rudiments. Start out by learning to handle your tools properly—learn to make simple letters before you try to make fancy ones. This means the same kind of practice that a school boy must go through to train his fingers to hold the pen or pencil. It is only through long practice that the show card student can get away from

the cramped style that marks the slow, laborious work of the beginner.

A free and easy stroke is highly essential in the practical making of show cards as no card writer can hope to make a success unless he is speedy and fairly accurate. Reasonable accuracy combined with speed is preferable to greater accuracy obtained only with the painstaking work that involves the expenditure of much time. So the thing to do is to take pen or brush and practice on simple exercises until proficiency is attained in making the elemental strokes used in the formation of letters. There are very few strokes used in making the Roman alphabet—less than a dozen in all. Keep practicing these until you can make them with speed and accuracy. When you have done this, you have the foundation of lettering. The rest is merely practice.

Colder
Days
mean
Warmer
Under-
wear
the popular
brands are here
Stock up now

What's your
wish about
Clothes
?
We'll show you
variety enough
in Style
and Price
to satisfy
your desires

Strong's

CELEBRATED BLUE HANDLE BRAND BRUSHES AND SUPPLIES

SEND FOR A COPY OF OUR 1921
SUPPLY CATALOG



SHOW CARD BRUSHES

SET OF FIVE POPU-
LAR SIZES, 3, 6, 8,
10, 12\$1.00

One-half regular price (\$2.00)
during month of April.—Order
now and you won't be disap-
pointed.

COMPLETE CARD-WRITER'S OUTFIT

Glance over the list below, and you will note that this outfit contains every essential tool and material needed in the daily work of the card-writer. Goods included are the best possible to obtain. You effect a saving of just 15% by buying an outfit in this manner.

SPECIAL PRICE COM-
PLETE \$10.00
Freight or Express



A Practical Outfit

Outfit consists of

- ½ pint Bissell's black.
- 2 oz. jar Carter's white.
- 2 oz. jar Carter's red.
- 2 oz. jar Carter's blue.
- 2 oz. jar Carter's yellow.
- 1 oz. Flitter Brocades.
- 1 each Round and Square Speed-Ball Pens.
- 1 solid Marking Pen.
- 1 oz. Diamond Dust.
- ½ dozen Asst. Soennecken pens.
- 1 Ink Retainer.
- 1 Bottle Shading Pen Ink.
- 1 drawing pencil.
- 1 2 oz. bottle Mucilage.
- 1 square Art Gum.
- 1 Stencil, Mat and Beveller.
- 50 sheets 8 ply card-board
- \$2.00 set of Show-Card Brushes, sizes 3, 6, 8, 10 and 12, as pictured in this "ad"
- 1 Air-Pencil Outfit (including Gold Bronze Relief Bulb, Compound and Adhesive.)

NEW LOW CARD BOARD PRICES DIRECT MILL WAREHOUSE SHIPMENTS

| | Per 100 sheets | Per 50 sheets |
|---|----------------|---------------|
| 6 ply coated one side, white, 22x28.... | \$6.25 | \$3.38 |
| 6 ply coated two sides, white, 22x28.... | 6.60 | 3.58 |
| 8 ply coated one side, white, 22x28.... | 6.90 | 3.70 |
| 8 ply coated two sides, white, 22x28.... | 7.40 | 3.94 |
| 10 ply coated one side, white, 22x28.... | 7.95 | 4.30 |
| 10 ply coated two sides, white, 22x28.... | 8.75 | 4.60 |
| 6 ply coated two sides, red, pink, dark blue, purple, grey, orange, green yellow, 22x28 | 6.50 | 3.40 |

No Charge for Crating—Samples on Request—Prices F. O. B. Warehouse

SUPPLY DEPARTMENT

Detroit School of Lettering

OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

International Association

First Vice-President

EDW. K. LUMMUS, Holidage's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

Display Men

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.

Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

An Educational and Business Organization

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St. Paul, Minn., Chairman.

Program Committee

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New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Important Notice

FARE and one-half to St. Paul. Let's go! We have arranged for one and one-half fare for the round trip on the "Certificate Plan" for members (also dependent members of their families) attending the meeting of the International Association of Display men to be held at St. Paul, Minn., July 11, 12, 13 and 14. The arrangement will apply from the following territory: All points in the United States with the exception of the territory covered by the New England Passenger Association comprised of the New England states. The following directions are submitted:

1. Tickets at the normal one-way tariff fare for the going journey may be bought on any of the following dates (but not on any other date): July 7 to 13 inclusive. Good returning not later than July 18, if your certificate is properly validated at St. Paul on dates noted below.

2. Be sure when purchasing your ticket (going) to ask the ticket agent for a certificate. Do not make the mistake of asking for a receipt. If, however, it is impossible to get a certificate from the local ticket agent, a receipt will be satisfactory and should be secured when ticket is purchased. See that the ticket reads to the point where the convention is to be held and no other. See that your certificate is stamped with the same date as your ticket. Sign your name to the certificate or receipt in ink. Show this to the ticket agent.

3. Call at the railroad station for ticket and certificate at least thirty minutes before departure of train.

4. Certificates are not kept at all stations. Ask your home station whether you can procure certificates and through tickets to the place of meeting. If not, buy a local ticket to nearest point where a certificate and through ticket to place of meeting can be bought.

5. Immediately on your arrival at the meeting, present your certificate to the endorsing officer, Mr. Guy Duey, as the reduced fare for the return journey will not apply unless you are properly identified as provided for by your certificate.

6. A joint agent of the carriers will be in attendance on July 12 to 14 to validate certificates. If you arrive at the meeting and leave for home prior to the arrival of the joint agent, or if you arrive at the meeting later than July 14 and after the joint agent has gone, you cannot have your certificate validated, nor secure the benefit of the return reduction.

No refund of fare will be made on account of failure to either obtain a proper certificate or on account of failure to have the certificate validated.

7. It must be understood that the reduction for the

return journey is not guaranteed, but is contingent on an attendance of not less than 350 members of the organization and dependent members of their families at the meeting holding regularly issued certificates from ticket agents at starting points showing payment of normal one-way tariff fare of not less than 67 cents on the going trip.

8. If necessary minimum of 350 regularly issued certificates are presented to the joint agent, and your certificate is validated, you will be entitled to a return ticket via the same route as the going journey at one-half of the normal one-way tariff fare from place of meeting to point at which your certificate was issued, up to and including July 18.

9. Return tickets issued at the reduced fare will not be good on any limited train on which such reduced fare transportation is not honored.

B. J. MILLWARD,
Chairman Convention Committee.



About the Program

THE Program Committee is glad to say at this time that the statements of last year, made immediately after the Detroit convention, and which have been reiterated several times since, that the St. Paul convention would be "bigger and better than ever" were not too optimistic.

The program as far as it has advanced, the booth sale to exhibitors, the entertainment features, and the fare-and-a-half secured from the railroads, all show that the boys have been working diligently and efficiently, and the result can only be the biggest, best, most instructive and entertaining convention the Display Men have ever seen.

We have had many offers from manufacturers and wholesalers to send their goods here for display, most of which we are able to use. The individual demonstrators are also coming forward offering to do all they can to enhance the educational features of the convention, and the writer wishes to impress upon all that, as Mr. Millward has stated in his letters, you display men cannot afford to miss this convention, for the good it is going to do you, the ideas you will get, the rubbing of shoulders with your fellow display men, and the general atmosphere of "go-aheadiveness" which will be prominent throughout the four days.

Also, your employer cannot afford to have you stay away, for just these same reasons. And, outside of the convention, if any of you wish to take a little longer vacation at this time, there isn't a place in the world where you could enjoy yourself better than in Minnesota.



Special No. 3

Special Sitting Figure No. 2

Two of Our Latest Wax Beauties

Write for Full Particulars

Don't forget the I. A. D. M. Convention, St. Paul, July 11, 12, 13, 14.

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th St., New York

BOSTON
26 Kingston St.

CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

As was stated in the issue of the St. Paul Dispatch given out at the Detroit convention last year, Minnesota is the best vacation land this side of paradise.

You know that Minnesota has ten thousand lakes, and you fishermen will find enough of these within a short distance of the Twin Cities to keep you busy all Summer if you could spare that much time. Rest assured that we will be glad to do our part in entertaining you just as long as you want to stay. The roads in the vicinity and at a distance are admirable for automobiling, and while we will not go any further into this matter of vacation pleasures at this time, we can again assure you that you will find all that your heart can desire in Minnesota.

So, boys, show this to the boss and tell him that we can assure him, as can also the merchants in St. Paul and in Detroit, where the convention was held last year, that he, as well as you, will reap many advantages if he will send you along, and so we say again—

LET'S GO!

HOWARD E. BARTLETT.



Ladies' Entertainment Committee

THE Ladies' Reception and Entertainment Committee is very busy devising plans for the entertainment of the ladies who will attend the convention. It has been decided that Monday afternoon will be given over to a theater party at the Capitol Theater, which is recognized



MRS. R. B. MEYERS, CHAIRMAN LADIES' ENTERTAINMENT COMMITTEE, ST. PAUL.

by competent authorities as being one of the most beautiful theaters in the United States. With the celebrated symphony orchestra and the unusually high class attractions that are a feature of this house, the committee feels that the visiting ladies will be well taken care of on this afternoon.

Monday evening the ladies will no doubt wish to attend the open meeting and style show at the Auditorium. Tuesday morning at 9 o'clock a get-together breakfast will be tendered the ladies in the Palm Room of the St. Paul Hotel. This will give the ladies an excellent opportunity to mingle and become better acquainted. There will also be a little entertainment for them during the breakfast period. They will then have a chance to go through the stores of St. Paul if they are so disposed.

On Tuesday afternoon the ladies will leave at 4:30

for Minneapolis, where they will put on an entertainment for the visitors at Lake Harriet, where the chief features of the evening will be a one-hundred piece band and high class vaudeville, followed by dancing in the open-air pavilion.

On Wednesday afternoon the ladies will be taken for a trip to Wildwood, one of the most beautiful and famous resorts in the West, where bathing and other forms of recreation will be at the disposal of the guests.

It is hoped that there will be a great many women guests, as particular pains will be taken to make them enjoy themselves while guests of the Twin Cities.

MRS. R. B. MEYERS,

The Ladies' Committee.



Boise, Idaho Club Formed

ONE of the newest local associations to be formed is that at Boise, Idaho, which was organized on April 24 under the name of Boise Displaymen's Association. The association immediately affiliated with the I. A. D. M.

The object of the new association is to promote in every way the interest of the window trimmers and interior decorators of the city and to encourage more business houses to make special window display, such as the florist shops, grocery stores, auto shops, etc.

One of the first things which the new association hopes to offer to its members is a course in the foundation principles of window display, by some of the experts



MRS. BEN F. MILLWARD, MEMBER OF LADIES' ENTERTAINMENT COMMITTEE, ST. PAUL.

in the city. Plans will be made also to unite in paying attention to special state or national days or events in the window decorations. Those most interested in the movement believe there are a hundred ways in which the new organization may work to the improvement of the business section of the city.

The members present regretted that several of the experts of the city could not be present at the first meeting, but it was called on such short notice that they had previous engagements. The association starts with a membership of a dozen, which is hoped to increase to fifty before the month is over.

The officer elected were as follows: President, F. E. Marshall; vice-presidents, E. F. Skinner, secretary, and L. J. Bell; and G. Dale Atwood and F. H. Wise, chairman, treasurer, G. R. Thomson.



We've Done It Again

WE have produced a new line of decorations for fall that is way ahead of anything we have ever done before. We believe it is better than anyone has done before—but we will leave that to you.

Our salesmen are now on the road. They will cover the United States and Canada so you will have a chance to see our line and judge for yourself.

When we started in business, we knew we would have to give displaymen something better than they were used to—if we were to remain in business. So we called ourselves the Modern Artificial Flower Co., and made up our minds to live up to our name—we've been living up to the name from the start. The immense increase in our business shows that displaymen have found that it pays to use



Send for our new colored catalog today

Get ready for the I. A. D. M. Convention in St. Paul, July 14-14. Let's Go!

To Oklahoma Display Men

HERE is some good news! Notice has just reached me that the Fort Worth, Texas, displaymen will run one or more special Pullman coaches from Fort Worth to St. Louis, where they will join the St. Louis Special and travel together to St. Paul by way of Chicago.

The Fort Worth special will via the M., K. & T. pass through Muskogee, Okla., Friday night, July 8, at 11 o'clock and all Oklahoma displaymen are urgently invited to join this live bunch at Muskogee or any other point that may be most convenient. Get busy at once and make your plans to travel with the *big* crowd.

Make it a point to travel with the Fort Worth party if you can but if that is impossible, do your best to catch the Displaymen's Special De Luxe, which leaves St. Louis over the C. & I. at 11:35 p. m., Saturday, July 9. This special will carry a jazz band and other entertainment features.

Surely you can't afford to miss this party. Write at once to A. L. Meadows, in care Washer Brothers, Fort Worth, or to the writer in care of Halliburton-Abbott Co., Tulsa, Okla., for your reservations. This precaution should be taken to assure you of a berth. Again, with Ben Millward's slogan, "LET'S GO!"

O. E. WHEETE, Tulsa, Okla.

Statement of the ownership, management, circulation, etc., required by the Act of Congress of August 24, 1912, of Merchants Record and Show Window, published monthly at Chicago, Illinois, for April 1, 1921. State of Illinois, County of Cook, ss. Before me, a notary public in and for the state and county aforesaid, personally appeared Edward H. Fox, who, having been duly sworn according to law, deposes and says that he is the Business Manager of the Merchants Record and Show Window, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management, etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse side of this form, to-wit: 1. That the names and addresses of the publisher, editor, managing editor, and business manager are: Publisher, The Merchants Record Company, Chicago, Ill.; editor, Thomas A. Bird, Chicago, Ill.; managing editor, J. F. Nickerson, Chicago, Ill.; business manager, Edward H. Fox, Chicago, Ill. 2. That the owners are: Merchants Record Company, Chicago, Ill.; Jos. F. Nickerson, Chicago, Ill.; H. R. Curtis, Oak Park, Ill.; George H. Lamberton, Chicago, Ill.; Charles A. Ward, Chicago, Ill.; H. C. Maley, Chicago, Ill. 3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent or more of total amount of bonds, mortgages or other securities are: If there are none, so state. There are no bond holders, mortgagees, or security holders. 4. That the two paragraphs next above, giving the names of the owners, stockholders and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him. (Signed) Edw. H. Fox.

Sworn to and subscribed before me this 30th day of March, 1921. Samuel E. Childs. (My commission expires February 2nd, 1925.)

[Seal]



FORT WORTH, TEX., DISPLAY MEN'S ASSOCIATION.

This live bunch will travel to the St. Paul Convention in a special sleeper, leaving Fort Worth over the Katy, on Friday, July 8, at 4 P. M. They extend a cordial invitation to all southwestern display men to join them any place along the line, as explained elsewhere in this issue. The names of the members are as follows: Front row, left to right: E. B. Clary; H. D. Lollar; A. L. Meadows; J. A. Hybarger; W. N. Huntsman; H. D. Lawson, President. Second row, left to right: J. F. Lyter; P. L. Morris; B. E. Chester; N. F. Heflin; Mr. Haman. Third row, left to right: T. R. Milligan; J. C. Downey; W. F. Merrell. Back row, left to right: Will S. Woods, Secretary and Treasurer; H. L. Finnegan; I. F. Cernelson; W. N. Speer.

A Message to the Progressive Merchant

THE most important event of the year affecting the entire organization of every retail store will be held at St. Paul, July 11, 12, 13 and 14. At this meeting will be gathered the backbone of the retail institutions of the country—the men who more than any other group of the store's personnel are responsible for the success of their respective institutions.

Upon the shoulders of these men rests the burden of not only holding old customers, but of creating new ones, and showing the continuous business increase. It is to these men that merchants turn for assistance in times of business stress—to them is entrusted the delicate duty of truthfully reflecting through their artistic genius and skilled hands the character behind their respective institutions. In short—the success or failure of the retail store of today is determined in greatest measure by the degree of efficiency as manifested through the Window Display Department.

These vital forces of merchandising form the body that will meet in St. Paul, July 11, 12, 13 and 14. As an Organization it is known as the International Association of Display Men—and every retail merchant owes it to his business to see to it that his display man is present at this big I. A. D. M. educational convention. The progressive merchant will insist—any merchant will find it to be the best investment he ever made.

Get behind the most resultful department of your store. Tell your display man today that you expect him to attend the St. Paul meeting. He will appreciate your interest and you will reap the harvest through increased sales.

The Adler-Jones Co.
206 South Wabash Ave.
Chicago

It is a pleasant privilege to utilize this space in the direction of the above message.

THE ADLER-JONES CO.



DINNER AND CHARTER MEETING OF CLEVELAND DISPLAY MEN'S CLUB, MARCH 30, 1921

Hotel Accommodations

THE committee on hotels wishes at this time to impress upon the members who expect to attend the 1921 Convention at St. Paul to make room reservations at once. Do not put it off, do it now.

This committee has been working with the hotel committee of the St. Paul Association and it is their decided opinion that the best results will be obtained by the visitor writing direct to the hotel he may desire to make his reservation. If he is not satisfied with the reply, then write to the Hotel Committee at once and tell them your proposition and just what you want and I assure you that everything will be done to serve you.

Get up your party and let the hotel know at once the size of same and how many you want in a room. Remember this—St. Paul has as good and as many hotels as any city of its size in the country and a little better than that, but owing to the fact that this convention comes in the midst of the tourist season and that St. Paul is the gateway to the great Northwest—the summer playground of the country—our hotels are usually taxed at that time, so, again, I say get busy. We have accommodations for all in first class hotels. The hotels listed below, with two exceptions, are within walking distance of the Convention hall.

SAINT PAUL'S LEADING HOTELS

St. Paul Hotel, Fifth and St. Peter streets. Rates, double occupancy, \$5.00, \$6.00, \$7.00, \$8.00, all with bath.

Ryan Hotel, Sixth and Robert streets. Rates, double occupancy, \$4.00, \$5.00, \$6.00, \$7.00, \$8.00, all with bath.

Frederic Hotel, Fifth and Cedar streets. Rates, double occupancy, with bath, \$4.00, \$5.00, \$6.00 and 7.00; double occupancy, with running water, \$3.00, \$4.00, \$5.00. Rooms accommodating three or more, \$2.50 per person.

Commodore Hotel, Holly and Western avenues. Rates, single, \$3.00 and upward; double, \$4.00 and upward, all bath.

Angus Hotel, Western and Selby avenues. Rates: Single, without bath, \$1.50 and up; double, with bath, \$3.50 and up.

Boardman Hotel, Ninth and Wabasha streets. Rates: Single, without bath, \$2.00 and up; double, without bath, \$3.00 and up; single, with bath, \$3.00 and up; double, with bath, \$4.00 and up.

Sherman Hotel, Fourth and Sibley streets. Rates: Single, without bath, \$1.50 and up; double, without bath, \$2.50 and up; single with bath, \$2.00 and up; double, with bath, \$4.00 and up.

Hotel Jewel, 17 East Fifth street. Rates: Single, without bath, \$1.25 and up. Single with bath, \$2.00 and up; suites for four people, \$6.00, with bath.

Seymour Hotel, 321 Robert street. Rates: Single, without bath, \$1.50 and up; double, without bath, \$2.50 and up; single, with bath, \$2.00 and up; double, with bath, \$3.00 and up.

Junior Hotel, Jackson and Seventh streets. Rates: Single, without bath, \$1.25, and double without bath, \$2.25; single, with bath, \$2.00; double, with bath, \$3.00.

Hotel Windsor, 457 St. Peter street. Rates: Single, without bath, \$1.50; double, without bath, \$2.50; single, with bath, \$2.00; double, with bath, \$3.00.

Empress Hotel, 481 Wabasha street. Rates: Single, without bath, \$1.50; double, without bath, \$2.50; single with bath, \$2.00; double, with bath, \$3.00.

Duluth Hotel, 57 East Seventh street. Rates: Single, without bath, \$1.00; double, without bath, \$2.00 and up.

Palmer Hotel, 441½ West Fourth street. Rates: Single, without bath \$1.00; double, without bath, \$2.00 and up.

Hotel Astoria, 374 Wabasha street. Rates: \$1.00 single; double, \$2.00; single, running water, \$1.50; double, running water, \$2.50; double, with bath, \$3.00; single, with bath, \$2.00; double room, without bath, \$2.00; three people, \$3.00, and four people, \$4.00; double room, with bath, \$3.00 for two, \$3.75 for three and \$5.00 for four.

Spalding Hotel, 474 Wabasha. Rates: Single, without bath, \$1.25; double, without bath, \$2.00; single with bath, \$2.00; double, with bath, \$3.00.

The Euclid Hotel, Sixth and Washington. Rates: Single, without bath, \$1.25; double, without bath, \$2.00; single, with bath, \$2.00, and double, with bath, \$3.00.

St. Francis Hotel, Wabasha and St. Peter. Rates: Single, without bath, \$2.50; double, without bath, \$3.50; single, with bath, \$3.50; double, with bath, \$4.50 and \$5.50.

Merchants Hotel, Third and Jackson. Rates: Single, with running water, \$1.50 and up; single, with bath, \$2.00 up; double, \$1.00 extra.

Clarendon Hotel, 416 Wabasha street, \$1.50 to \$2.00.

Magee Hotel, Fourth and Robert. Rates: Single, with bath, \$2.00; double twin, bath, \$3.50; single, without bath, \$1.50; double, without bath, \$2.50.

Again, let me remind you that if you are not satisfied with your reply from the hotel you write for reservations, then tell us your troubles. Write to Mr. Pete Ciernia, c/o Field-Schlick & Co., St. Paul, and I assure you we will do our best to serve you. B. J. MILLWARD,

Service Floral Parade Necessities

All made with the idea of convenience for the decorator

NOTICE TO DISPLAYMEN

If you can furnish us with evidence that you mean business we will give you the exclusive sale of our Parade materials in your town. If you are interested write us and we will explain our proposition to you.



No. 593—Floral Sheeting. Made of chrysanthemum petals. This is a sheeting of quality and is inferior to none. Size, 36x36 inches. Any color. Cuts in any shape without getting ragged. Price, per square yard.....\$1.25

SUGGESTIONS

If you need help on deciding the quantity of material you need or color suggestions write us telling what size car you have, giving name and model. We will then advise you what to use.

Wheel Covers in American Legion and Lodge Designs

These wheels are made of the same material (chrysanthemum petals) as our Floral Sheeting. They are 26 inches in diameter and fit any standard wheel. Larger sizes will be made to order. The following designs are standard: AMERICAN LEGION, B. P. O. E., ROTARY, BULLS EYE, STAR, SPOKE.

Any color is obtainable. Price, per set of 4.....\$5.00



No. 509—Chrysanthemum Festooning. Comes any color. 4 inch diameter, in 3 yard lengths. Per dozen yards.....\$3.75

A Few of Our Prices

| | |
|--------------------------|--------|
| Chrysanthemums—Short | |
| Stem. Gross..... | \$6.50 |
| Wistaria, 12-inch. Gross | 5.50 |
| Poppies—Short Stem... | 6.50 |
| Vines—1 yard lengths. | |
| Dozen | 1.50 |
| Horse Plumes. Per doz. | 7.50 |
| Fibre Roping — 60-yd. | |
| Bolts | 1.50 |
| Snow Balls—Short Stem. | |
| Gross | 6.50 |
| Carnations. Gross | 3.00 |
| Fleur-De-Lis — Short | |
| Stem. Gross..... | 12.00 |
| Tulips — Gross, Long | |
| Stem | 7.50 |

Be Sure to Write for Our FLORADE CIRCULAR

SERVICE ARTIFICIAL FLOWER COMPANY

1307 Clybourn Ave.

Chicago, Ill.



CHARLESTON, W. VA., ASSOCIATION OF DISPLAY MEN.

Charleston, W. Va. Club Busy

THE Charleston Association of Display Men, at a recent meeting, decided to organize a state association to be affiliated with the International Association of Display Men. Committees have been appointed and the date set for the first convention, to be held in Charleston on Monday and Tuesday, May 16 and 17. It is the aim of the Charleston club to have every member in the craft in the state a member of the state association and the I. A. D. M.

The program committee is planning to have some of the best men in the profession give demonstrations and talks on window displays, show cards and advertising. Governor Morgan is also expected to give a talk.

The entertainment committee has many new stunts up its sleeve in the way of entertainment, and say!! there's going to be some banquet on Tuesday night.

At a recent meeting of the Charleston club the following officers were elected: H. H. Seay, president; H. H. Hoke, secretary; James Evans, first vice-president; C. H. Davidson, second vice-president; M. C. Nelms, treasurer; H. L. Hoffstadt, J. E. Hancock, Jack Epstein, trustees.

First row, left to right: H. H. Seay, J. E. Hancock, Morten Hoffstadt, Wm. Eberly. Second row: Jack Epstein, M. C. Nelms, Mr. Grace, J. R. Clark, H. Mickelson, Don. Burdette. Third row: A. A. Watts, H. H. Hoke, Robert Smith, Jesse Gates, C. I. Coffey. Charleston has a very live bunch of displaymen and always shows up at the big conventions with a big attendance. This club will be at St. Paul with a big representation.

Special to St. Paul from St. Louis

THE St. Louis Displaymen's Club has made complete arrangements for a special train to the St. Paul convention and an urgent invitation is extended to all display men from the South to join the St. Louis crowd and participate in the fun as well as in the special accommodations that have been provided for. A sure enough jazz band has been secured for the trip, and nothing has been left undone that could help to make this a regular joy ride. Here is a letter that is being sent out by the St. Louis Club:

Dear Display Man: The annual Display Men's Convention meets in St. Paul, Minn., July 11 to 14, 1921, and a special rate of fare and one-half for the round trip has been authorized from all points in the United States.

The St. Louis display men have completed arrangements for a handsome special solid steel Pullman train, which will leave St. Louis at 11:35 p. m., Saturday, July 9, via the C. & E. I. railroad.

As this is going to be the largest convention the display men have ever had, we feel positive that you are going to attend. If so, why not have your ticket read via St. Louis and the Chicago & Eastern Illinois Railroad from St. Louis to Chicago, thence the Chicago & Northwestern Railway to St. Paul? This will enable you to join our party, and at the same time you will be certain of solid comfort. We want you to join us, and accordingly extend a hearty welcome. Let us entertain you. The famous St. Louis Displaymen's Jazz Band, composed of professional talent of five pieces, will entertain you during the entire trip, and while at the convention, we have engaged a large room to be the headquarters of the St. Louis club, where there will be music and smokes



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Artistic Parisian Wax Figures and Forms

PIERRE IMANS

Statuary in Wax

CHEVALIER OF THE LEGION OF HONOUR

BEWARE of copies of my models and sold as French Wax Figures. Either in models or execution of same, my own work is quite different from all other similar productions and is the only one having true Parisian style and "chic".

Do not accept figures which do not bear my signature stamped in the wax.

Ask for my illustrated catalog No. 24, sent free on request.

Orders received through the medium of Paris Commission houses.

10 rue de Crussol

Paris, France

Combining Art and Business

Summer business requires a stimulant to keep the store busy.

Our designs are planned especially to help hot weather business.

Let us send you a sketch for a summer back-ground that will help to keep your clerks busy.



There Will be Plenty of Business this Summer for the Merchant Who Goes after it Aggressively

You will have to put an unusual amount of pep and selling force into your windows to meet competition during the next few months. Let us help you.

We have a splendid line of Summer designs that will force attention to your windows and make sales—they create an impression of breezy coolness that can't be resisted. Cool woodland scenes—Airy landscapes—Breezy beaches.

Write today for our catalog and special circulars or give us an idea of what you want and we will send sketches. Do it now—write today.

The Bodine-Spanjer Co.,

1160 Chatham Court, Chicago

with our compliments. We want you to join our party and be one of us.

Our special train de luxe will be composed of the finest equipment that the C. & E. I. and C. & N. W. possess. Lounge-grill cars will be provided, serving mid-night luncheon and breakfast (pay for what you order). Again we extend you a most cordial invitation to join us on this trip.

It is necessary that we know as soon as possible whether or not you will accept this invitation. No doubt there will be many who will take advantage of this special train, and for this reason it is important that we arrange as quickly as possible for such preferred equipment and commissary supplies necessary to take care of the entire party. In order to determine the number that will join our party, we ask you to write us as quickly as possible.

Let's get together—all for a greater display men's convention.

Yours very truly,
E. W. CALVIN, GEORGE FOSTER



C. M. & St. P. Chosen by Chicagoans

CHICAGO members of the I. A. D. M. held a joint meeting with the Chicago Display Fixture Manufacturers Association and unanimously selected the Chicago, Milwaukee & St. Paul R. R. as the official route to the Convention in St. Paul, July 11-14, inclusive. There will be many display men from the East and South, who will wish to arrive in St. Paul a day or so ahead of the convention, and an invitation is extended to these men to join the Chicago-St. Paul Special, which leaves Chicago over the C. M. & St. Paul at 6:30 p. m., Friday, July 8.

Special arrangements have been made to entertain display men on this train and a good time is guaranteed. A rate of one fare and one-half has been established for the round trip, and convention visitors from any place passing through Chicago may have their tickets routed via the Chicago, Milwaukee & St. Paul, and be assured of the best of service. Convenient trains for the use of convention visitors leave Chicago as follows:

The Day Express, leaves Chicago 9:45 A. M., standard time; arrives St. Paul 10:00 P. M.

"Pioneer, Ltd." leaves Chicago 6:30 P. M., standard time; arrives St. Paul 7:20 A. M.

"Twin Cities Special" leaves Chicago 8:15 P. M., arrives St. Paul 9:25 A. M.

"Olympian" leaves Chicago 10:15 P. M., arrives St. Paul at 10:40 A. M.

Sleeping car rates for space on any of the above trains, between Chicago and St. Paul, are as follows:

| | |
|---------------------------|---------|
| Drawing Room | \$14.58 |
| Compartment | 11.34 |
| Standard Lower Berth..... | 4.05 |
| Standard Upper Berth..... | 3.24 |
| Parlor Car Seat Fare..... | 1.62 |

Requests for additional information or for reservation of sleeping or parlor car space, should be addressed to Mr. F. N. Hicks, G. A. P. D., 620 Marquette Bldg., Chicago, and will receive immediate attention.



St. Louis Displaymen Meet

AT THE American Annex Hotel last month the St. Louis Displaymen's Club gathered around a swell feed to hold its regular meeting. The feed being the kind "like Mother used to make" and lots of it, with a flock of smokes and the Old Darktown Four, the boys with the syncopation that just won't behave, why shouldn't it have been as PEPPY a meeting as it was? The meeting was opened by President K. A. Schrader, of Boyd's, and Secretary W. E. Aufderheide. Business was rushed to the most important feature of the evening, that of the BIG ST. PAUL CONVENTION. The question was asked, are you going? The answer was, YES!!!! So.. boys, watch, look, for the boys from St. Lou-ee.

H. H. Tarrasch, of Stix Baer & Fuller, was appointed

chairman, with Victor Volland, of Toomey & Volland Scenic Co., to act as the Convention Committee. Many things were discussed and which all lead to the final decision. Extend an invitation to the I. A. D. M. for 1922. The St. Louis boys like to entertain, and as the reports were all good from the St. Louis convention and as the club has profited by the success of the later conventions, they say they could show you one regular time in a regular town.

The Transportation Committee was appointed to have full charge of the St. Paul trip. They were E. W. Calvin, of Werner & Werner, and Geo. Foster, of Browning, King & Co., the former being chairman. Geo. Foster and B. A. Rainwater, of the Rainwater Studio, were appointed on the Entertainment Committee, with B. A. "Rainyday" as chairman. The Committee on Membership was also appointed—Messrs. Geo. Leaver, of Kirkpatrick Fixture Co., and J. J. Meyers of Sensenbrenners, the former as chairman. Otto S. Lasche, of Stix, Baer & Fuller, and Ed. Lamprich, of Kline's, were made the Publicity Committee for the year. A vote was taken and unanimously carried that the club should give a dance to swell the treasurer's funds.

For the past two years Otto S. Lasche has been the secretary for the club and it was decided that at the Convention the club would put his name up for secretary of the I. A. D. M. Hugo Volland, who has been a member of the St. Louis Club since it started, was made an honorary member.



Buffalo Experts Show 'em How

OUR old friend, Clem Kieffer, Jr., and the rest of the Buffalo bunch are keeping the Displaymen's Club well in the lime-light in that city, if we are to judge from the following announcement that appeared recently in the Weekly Forecast of the Greater Buffalo Advertising Clubs.

Five hundred photos of attractive window displays from all over the country are to feature the "Window Display Day," which the Greater Buffalo Advertising Club is to have in connection with its meeting at the Lafayette hotel next Tuesday, and which promises to be one of the most interesting functions held by this organization in many a moon.

The photos, artistically arrayed, will be grouped in the room just outside the banquet hall.

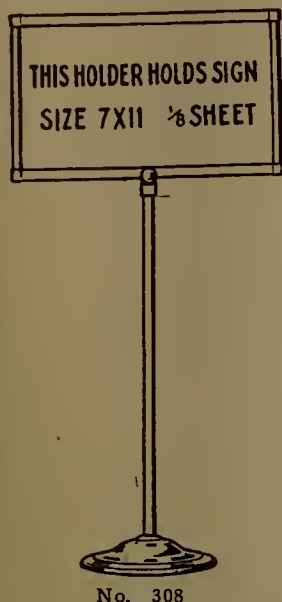
On a stage, to be erected at the Ellicott street end of the banquet room, three different demonstrations of window dressing will be carried on simultaneously—a millinery display, a clothing demonstration and a draping exhibition. These will be, to all intents and purposes, the same operations that are gone through in show windows when there are staged new displays to attract custom, with the exception that, in building the exhibits on the stage at Tuesday's luncheon, the window dressers will use live, instead of wax, models. William Amborski of the Frank Winch Company will put on the millinery demonstration. E. Goldstein and Chas. Leech of Kleinhans Company will set up the clothing window. The draping exhibit will be put on by E. P. Browder of Givens, G. S. Robinson of Oppenheim, Collins Co. and E. L. Buell of Bedells.

While they are at work Charles Felton of the Felton Flower Shop and Joseph Feibelkorn of Anderson, the Florist, will prepare corsage bouquets for the lady models.

A demonstration of show card writing will be staged by Elwyn McEachnie of Jahraus-Braun Co.

Incidental to the demonstrations there will be addresses by John R. Dean of the Buffalo Trust Company on "The Pulling Power of Windows," and by E. D. O'Dea of McCarthy Bros. & Ford on "What the Buffalo Association of Display Men Has Accomplished. Clement Kieffer of C. A. Weed & Co. will give an illustrated talk on feature, patriotic and other forms of window displays.

You Can Save 20 to 40 Percent
on cardholders, display forms and other fixtures by
ordering from our catalog



No. 308. Frame Sign Holder.
Holds card 7x11 ($\frac{1}{8}$ sheet).
Extra heavy construction. All
corners round and perfectly
smooth; joints electric welded.
Standard $\frac{3}{8}$ -inch in diameter; 9,
12, 15 and 18-inches
long; 5-inch heavy
base. Per dozen..... **\$13.00**

No. 311. Frame Sign Holder.
Holds card 7x11, and is the same
sturdy construction as No. 308,
but is adjustable from 12 to 23,
15 to 29, and 18 to 35 inches.
Has heavy 5-inch
base. Per dozen..... **\$17.00**

Note these Values

No. 220. Costume Form. Made
as good as can be made and
every one guaranteed to give
perfect satisfaction. Perfectly
modeled and finished with good
quality jersey in flesh color;
enamel of highest quality used
on bust; 10 $\frac{1}{2}$ -inch heavy base
and $\frac{7}{8}$ -inch standard, finished in
nickel, oxidized monumental
bronze or brushed
brass. Each..... **\$13.50**

No. 221. Costume Form. Same
as above, except is covered with
high quality satine
in flesh color. Each..... **\$14.50**



Immediate Delivery.—Shipped in three days from receipt of order.

Send for our Catalog No. 15—It illustrates the Best Fixtures for the Money.

The Original Mail Order Fixture House

D. J. Heagany Manufacturing Co.
1121 West Washington Boulevard, Chicago

Do you want to learn showcard writing?

ON OR ABOUT July fifteenth or about two weeks after the
end of the diploma lettering season, I will, in order to try
out a pet theory of my own, take a limited number of stu-
dents for a course of instruction by correspondence. You've tried
home instruction in card-writing before, have you? Well here's
something no other dispenser of the absent treatment ever offered
you—you don't pay any enrollment fee and you don't pay until
after you have taken your lesson. If satisfied, you pay a small
fee—if not, you don't pay a penny.

*Send your name today on your firm's letter-
head and the names of three cardwriters or
display managers outside your own city if
possible.*

G. WALLACE HESS

Room 514—36 South State Street, Chicago

An Invitation to the International Association of Display Men

TWENTY-FIVE YEARS AGO next Summer (1922) your Association was organized in Chicago. The first meeting was held in the Palmer House, August 1st, 1898, with about twenty enthusiastic "Window Trimmers", as they were called in those days, in attendance. That was the birth of the I. A. D. M.

Since that day, the organization has passed through the perils of babyhood and a precarious youth. You have grown to lusty, vigorous manhood that can not be limited to any one locality. A quarter of a century has passed, yet we feel that this is your birthplace and the home to which you should return for the celebration of this important anniversary.

We invite you to Chicago to Celebrate Your Twenty-Fifth Birthday in 1922

You know what Chicago can give you and we promise to meet all your expectations—and more. Come to Chicago for your silver anniversary.

The Chicago Display Equipment Manufacturers' Association

Sid Kling, President

I. L. Bradford, Secretary

*Adler-Jones Co.
American Art Papier Mache Co.
L. Baumann & Co.
Bodine-Spanger Co.
Botanical Decorating Co.
I. L. Bradford & Co.
Curtis-Leger Fixture Co.
Dry Goods Reporter Co.
R. E. Gebhardt & Co.
Great Western Fixture Co.
Hecht Fixture Co.
Koester School.*

*Hugh Lyons & Co.
Merchants Record Co.
Modern Art Studios.
Modern Artificial Flower Co.
Bodine-Spanger Co.
Service Artificial Flower Co.
Superior Brass & Fixture Co.
Schack Artificial Flower Co.
A. L. Randall & Co.
Reflector & Illuminating Co.
J. R. Palmenberg & Sons, Inc.
Wallbrunn, Kling & Co.*

Every Feldman Wax Figure has true style and personality

Feldman's Humanized Wax Figures add real selling efficiency to any window in which they are used.

They have all the grace and vital charm of the most attractive living model and show off every garment at its very best.

Test the selling qualities of a Feldman Figure by putting one in your window.

Send for our Catalog

Our latest catalog shows our full line of figures and everything for the display man. Metal and Wood Fixtures, Papier Mache Forms, Valances, Artificial Flowers, and many Original Novelties.

Write us today

Feldman Fixture Co.,

32 West 32nd St.
New York City



Kawneer

SOLID COPPER
STORE FRONTS

REMODELING Old Buildings into Modern Sales Emporiums is quite easily accomplished by Installing Kawneer Solid Copper Store Fronts. The above shows but one of thousands of cases in which a Kawneer Front has worked a wonderful transformation. More than 150,000 merchants are now doing business behind Successful Kawneer Fronts.

If You Plan to Build or Remodel Your Store You Should Have a Copy of Our New Book of Store Front Designs. Pin the coupon to Your Letterhead and Mail it Today Before You Forget.

THE
Kawneer
COMPANY

2102 Front Street
NILES, MICHIGAN

The
Kawneer
Company

2102 Front Street,
NILES, MICHIGAN

Please send me Book of Store Front
Designs and Full Particulars about
Kawneer Store Fronts

Name.....

Address.....



JUNE BRIDE DISPLAY BY CARL F. SKAAR FOR T. S. MARTIN CO., SIOUX CITY, IOWA.

The color scheme of the window was pink and white, the top of the structure. The background and carpet covering the arbor was upon a raised platform and painted white. The steps were of black silk plush. Six wax figures were used in this window and permitted the display of quite a range of costumes and hats. Pink rambler roses were entwined about the posts and over range of costumes and hats.



INFANTS' WEAR DISPLAY, BY FRED ASHFIELD, FOR BRYSON GRAHAM, LTD., OTTAWA, ONT.

This was a "picture" window entitled, "The Absent Minded Stork." The middle part of the background was built from wall board to represent an entrance to a house with a butler standing in a half opened door. The greatly shocked and astonished servant was waving back a big stork who stood in front of the door and carried in his beak a sling holding a very black "pickaninny." Both the butler and stork were cut from wall board and carefully painted in water color. The expression of excitement on the butler's face at sight of stork with the black baby was unusually well portrayed. Another stork of papier mache in half relief carrying a

white baby was suspended from the ceiling. A few baby portraits were hung on the back ground. The carefully dressed dolls were placed in wicker vases of varying heights, which showed them off to advantage. Flowers and ribbons were used to brighten up the setting. The lamps were all dipped in amber stain to give a golden tinge to the window. The shades were a light tan. This window is a difficult one to photograph as it is 21-feet long and the two pillars obstruct much of the view. The idea for this window was taken from the cover of "Life." It attracted much notice and caused a good deal of amusement.

365-Days-A-Year SERVICE—

That's what every show card writer, as well as sign painter, wants from his brush equipment. And that is what he gets when

Daily's
"Perfect Stroke"
TRADE MARK

BRUSHES AND SUPPLIES

are used. The brushes are ALWAYS ready to do a good "job." Their exactness of balance—their improved style—their high-grade quality—make it easy to eliminate the retouching process. They are time-savers—money-savers. One "Perfect Stroke" Brush will outwear three ordinary brushes.

And my new Catalog No. 8 shows the whole Brush and Supply Family! Sent Free, to any address, upon request.



Read My Guarantee

If, for any reason, any "Perfect Stroke" Brushes or Supplies are not satisfactory, return at once, and I will gladly make exchange, or refund your money.

Bert L. Daily

Entire Fourth Floor, 126-130 E. Third St., Dayton, O.



The ONLI-WA To Increase Sales Is Display

BETTER WINDOW DISPLAYS ATTRACT
ATTENTION TO NEW MERCHANDISE.

The ONLI-WA is the best way. Send for our latest catalog, No. 8, for Men's and Ladies' Wear. No. 7 Catalog for Shoes, just off the press.

The ONLI-WA Fixture Co.

Originators and Manufacturers of
our own Fixtures
DAYTON, OHIO

Office: 401 Beckel Bldg. Factory: 125-7-9 N. Kenton St.

41% of your sales COME from your windows. THE BEST ADVERTISING you can do is to get a few new style Fixtures to make your windows look different.



A HANDSOME SETTING BY H. C. OEHLER FOR W. A. WIEBOLDT & CO., CHICAGO.

This setting was of unusual attractiveness although the photograph fails to give an accurate idea of its beauty. The background and side walls were of wall board finished in a light grey stone effect. In the background was an archway, back of which was a painted landscape. Across the top was a drapery of old rose brocaded velour. This was draped in graceful folds and held in position with heavy upholstery

cords with tassels. This curtain and the one hanging down one side of the opening were finished with appropriate fringe. In front of the opening was a low platform and in the frame at either side was an ornamental electric light bracket. At each end of the window was a French window with brocaded valance and a painted scene. This background is 11 feet high by 20 feet long.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

POSITIONS WANTED.

—Display man and advertiser. Thoroughly capable and an expert in every branch of display and publicity. Will consider combination position or display work only with first class department store or men's or women's ready-to-wear or specialty shop. Familiar with lay-outs, type and present-day methods of displaying merchandise. Married, 26 years of age. Eight years' experience. Salary can be arranged. Open for position at once. Address M-101 in care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Capable display man and card writer, who is also an excellent salesman, would like to change position and will be pleased to furnish references, with store desiring experienced man. Address M-102, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man, card-writer and scenic painter, with some advertising experience, graduate of window dressing school and school of scenic painting. Eight years' experience, 27 years of age and married. Anxious to connect with

large department or men's wear store in west or on Pacific coast. Will be pleased to submit samples of work to any big, progressive firm seeking the services of a display man capable of putting in high class displays. Willing to work and will keep expenses down to a minimum. Will consider \$60 per week to start. Address M-103, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man with 11 years experience in department stores and specialty shops. Can also handle advertising if so desired. Best of references. Salary, \$60 per week. Would not object to assistant's position if paid the salary. Address M-104, MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man with 8 years of successful experience in large department stores is open for position with good store between Detroit and Pittsburgh. Twenty-eight years of age and married. Address M-105, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man and card writer. Has had eight years experience and can handle men's or women's ready-to-wear, also dry goods, and can furnish the best of references. Prefers a town of about forty thousand. Address M-106, care of MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITIONS OPEN.

—A high class clothing store in a large and progressive southern city is looking for a competent display man who has worked for good stores and is capable of showing high class merchandise to appeal to a good class of trade. Should also be able to handle the advertising. For such a man we offer a good salary and a permanent position. Address E-107, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

A Line of Pens to Meet Every Need

In any dealer's you will find the Esterbrook assortment conveniently displayed from which your choice — for any particular need — may readily be made.

Sixty odd years of giving the people the pen they wanted has built an experience for Esterbrook you cannot do wrong to follow. The scientific study of writing needs has developed these twelve Esterbrook pens, the most popular in the world.

Choose from the case, order by number and buy by the box.

THE ESTERBROOK PEN MANUFACTURING CO.

90-100 Delaware Avenue,

CAMDEN, N. J.

Canadian Agents: Brown Bros., Ltd.,
Toronto, Canada.



This No. 453 is a large seller. It writes a fine stroke, free running, is very resilient, has easy action and carries a nice supply of ink — lasting long in any service.

Esterbrook PENS



New window display fixtures will draw more customers and insure more sales. For **DURABILITY, PRACTICAL CONSTRUCTION** and **FINISH** our fixtures cannot be surpassed.

Send for our FREE catalog

Artistic Wood Turning Works

Formerly Polay Fixture Service

517 No. Halsted St.

Chicago



No. 4767/10

PALM PLANT

Natural Prepared, Everlasting

| | Inches High | Palm Leaves | With Pot | Without Pot |
|---------|----------------|----------------|-------------|----------------|
| 4767/4 | 24 | 4 | \$1.10 | \$0.60 |
| 4767/5 | 30 | 5 | 1.25 | .75 |
| 4767/7 | 42 | 7 | 2.50 | 2.00 |
| 4767/10 | 48 | 10 | 3.00 | 2.50 |

My **SEASONABLE CATALOGUE** No. 4 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be mailed **FREE FOR THE ASKING**.

FRANK NETSCHERT

No. 61 Barclay St.,

New York, N. Y.



Annual Prize Display Contest

Merchants Record and Show Window Contest for 1920-21 opens—Twenty-one valuable prizes including beautiful silver loving cup, ten gold medals, ten diplomas of merit and a number of awards for special excellence—All display men eligible.

The Annual Prize Contests that have been conducted for many years by this journal are recognized by all as the most important competitions in the window displaying world. They are competed in by representative window decorators not only of America but many other countries. To wear one of the medals or to possess a diploma of award given by the MERCHANTS RECORD AND SHOW WINDOW is a distinction of which any display man may feel justly proud. It stands for the highest honor he can attain and is a permanent and practical testimonial to his skill. It means that his work has been passed upon by the most expert judges who can be found, in comparison with the work of the leading decorators, and has been awarded honors for superiority.

MERCHANTS RECORD AND SHOW WINDOW medals are as handsome as can be designed by the most competent sculptors and are of exclusive design that are made especially for this purpose. Aside from the honor they stand for, they represent the highest artistic value. The Diplomas of Award are hand engraved on the finest parchment, of unusual beauty of design and workmanship.

Every display man who has good windows and knows how to decorate them, owes it to himself to enter this contest. The fact that he is competing in an event of this kind will spur him to added effort and will cause him to do better work. It will make him more careful and a better decorator generally.

Because one is employed by a smaller store is no reason for not entering the MERCHANTS RECORD AND SHOW WINDOW Annual Contest. In years past many prizes have been won by window decorators in comparatively small towns. It is the work that is judged, not the name of the display man, nor the size of the store. Read the conditions below and send in photographs of your windows—your chance to win is probably greater than that of many others who will compete.

Classification of Displays

CLASS 1—For photograph of best display of DRY GOODS AND MILLINERY.

CLASS 2—For photograph of best display of MEN'S AND BOYS' CLOTHING.

CLASS 3—For photograph of best display of HABERDASHERY.

CLASS 4—For photograph of best display of HATS (men's).

CLASS 5—For photograph of best display of SHOES (men's, women's, children's).

CLASS 6—For photograph of best display of HARDWARE, CUTLERY AND CROCKERY.

CLASS 7—For photograph of best display of FURNITURE AND HOUSEHOLD FURNISHINGS.

CLASS 8—MISCELLANEOUS—This class includes groceries, musical instruments, books, toys, drugs, etc.

CLASS 9—EXTERIOR AND INTERIOR DECORATIONS, including store arrangement.

CLASS 10—SHOW CARDS (pen, brush and air brush).

The first prize in each of the above ten classes is an Engraved Gold Medal. A beautifully engrossed Diploma of Award is awarded as second prize in each of the above classes.

Grand Prize—Sweepstakes Class

GRAND PRIZE—FOR BEST COLLECTION OF DISPLAYS. In this class the prize will be awarded to the contestant submitting the largest number of good photographs during the period of contest. The prize will be a beautiful Loving Cup, especially designed and engraved for this purpose.

Terms of the Contest

Any person, without any restriction whatever, is eligible to enter photographs in any and all classes.

Each contestant, is required to submit at least six (6) photographs of different displays during the year, but it is not required that all of these photographs shall be submitted in any one class or at any one time.

Displays sent to us not marked for the ANNUAL CONTEST will be entered in the MONTHLY CONTEST for the current month.

Displays that have been sent to other publications will not be entered either in Annual or Monthly contests.

Any photographs entered in this contest will be returned to contestant after awards have been made and winner announced, upon request.

All photographs submitted in this competition must be fully described and must be sent to us before June 1st, 1921.

Descriptions of displays should be pasted to or written on backs of photographs.

All photographs entered in the ANNUAL CONTEST must be marked up on the back of each photograph as follows: "For ANNUAL CONTEST," with name and address of decorator.

Points to Be Considered in Making Awards

SALES—Under this head shall be considered the effect of the display in making sales.

ATTRACTIVENESS—This applies to the decorative treatment of the window as a whole, and to the manner in which the goods are arranged with a view of impressing the beholder with their merits. This point also includes workmanship.

ORIGINALITY—The term originality shall be understood to apply to the treatment of the window as a whole. This does not mean that every detail must be used for the first time in this particular display.

The judges in the annual contests shall be the editor of the "MERCHANTS RECORD AND SHOW WINDOW" and two window decorators of acknowledged authority.

INSIST ON

Blick's

MASTER-STROKE BRUSHES

SPECIAL

This complete set of BLICK'S
"MASTER-STROKE" PURE
RED SABLE BRUSHES pre-
paid for—

\$2.25

STYLE NO. 121



FREE!

Address Desk M-5 for our New Cat-
alog. Over 200 illustrations of "Mas-
ter-Stroke" Brushes and Supplies.
Write for your copy today.

COMPARE OUR PRICES!

THE CARD WRITERS' SUPPLY CO.
Galesburg, Illinois U. S. A.

New Designs in Wood Fixtures


We have prepared a number of entirely new de-
signs in high class wood display fixtures which we
will announce officially in the June issue of Mer-
chants Record and Show Window.

Displaymen who are looking for something out
of the ordinary and combining exceptional beauty in
design, workmanship, and finish, will find our new
patterns all they can desire.



No. 571 Table Top 10x20 inches, 10 inches high
Send for our latest Catalog

The Decorative Fixture Co.
1600 S. Jefferson St., Chicago



Show Card Writers in the Studio of The
Detroit School of Lettering, Detroit, Mich.,
think Devoe Show Card Colors the best.

**L. S. Strong; President
of the Detroit School of
Lettering, Says—**

"Devoe Show Card Colors, we
have found, answer every re-
quirement in the poster and
show card line, and we highly
recommend them for class
work as well as practical
purposes."

In such institutions where
show card writing is practiced
as an *art*, the merits of Devoe
Colors are fully appreciated.

Into their manufacture goes
the results of 166 years of
experience in making quality
paints and colors.

DEVOE

SHOW CARD

COLORS

Manufactured by
Devoe & Raynolds Co., Inc.
New York Chicago

Window Decorations and Equipment

New Line of High Art Cloth Flowers

THIS is the silver jubilee year of the Schack Artificial Flower Company, and the firm has chosen this occasion as a fitting time for the introduction of a number of important innovations that have been in course of careful preparation for some time and which will come as an interesting surprise to display men all over the country.

Until now, the Schack line of flowers has been confined to high class paper goods. This line, which is known wherever flowers are used, has now been supplemented by a complete line of high art cloth flowers. The Schack line of cloth flowers will be of the greatest possible artistic excellence, made of muslin, silk, satin and velvet, and designed to compare favorably with the finest products of the best factories of this country and Europe.

A new and separate factory has been equipped with the most modern machinery, including several newly in-

his active work in the I. A. D. M., of which he is secretary. He is also known for his high class work as a display man. He has shown unusual talent in window display, especially in designing, and his skill in this line will prove a valuable asset in his present connection. His practical experience and artistic talent will be of great value to users of Schack flowers, regardless of whether they are paper or cloth.

An additional surprise by this firm is the announcement of the introduction of a force of traveling demonstrators that has been placed on the road this season and who will cover the principal cities of practically the whole country. It has been the policy of this house to sell only by catalog, and by this economical method, Schack flowers have been sold in immense quantities. The economical plan of mail order selling will be continued as in the past. With the new line of cloth, however, it has been decided advisable to place both the cloth and paper before the display men by means of demonstrators who can show



T. GUY DUEY.



CHARLES W. MODEROW, GEN. MGR.



AL. WARGER.

vented devices, and a force of expert cloth flower makers has been secured, thus insuring economical production and the highest class of workmanship. The new line will also show a wide variety of the best imported flowers. The intention is, in fact, to make this line second to none.

The fact that this firm has added to its activities the manufacture of cloth flowers will detract in no way from the paper goods which have won their way by merit into the windows of leading stores of the United States and Canada. The Schack paper flowers and other decorations will be made even better than before—if that is possible. Handling the two lines, however, will enable every display man to find in the Schack stock exactly what he requires in the matter of design, quality and price. Cloth and paper—both the best of their kind—may be compared side by side and an intelligent selection may be made.

Another interesting bit of news that will interest every display man is that T. Guy Duey is now on the staff of the Schack Artificial Flower Company. Mr. Duey is well known among display men all over America because of

the goods to the best advantage. The force of demonstrators now out are Charles W. Moderow, Al. Warger, Guy Duey and G. L. Renner.

Charles W. Moderow is general manager for the company, and is a clever and experienced display man and designer. Before his connection with this concern he was display manager for a number of important retail establishments. Mr. Moderow will visit all of the important cities of the West and Southwest.

Al. Warger is also an old-time display man, having been connected with some of the best known stores of Chicago and Indianapolis. He has had charge of the Schack designing department for a number of years. Mr. Warger will travel through the Middle West and East.

Guy Duey, who needs no further introduction, will call upon display men in the principal cities of the East. He will return for the convention in St. Paul, after which he will cover another eastern route.

G. L. Renner is another recent acquisition to the Schack force. He is a well-known display man and has



The Reason

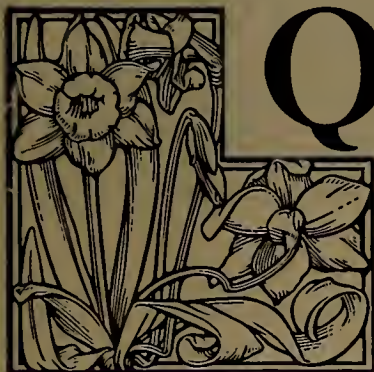
so many displaymen prefer Roth Valances and Rugs is quite obvious—they are unusually attractive.

This is because every Roth Valance is a creation of rare beauty and designed to give a finished touch to every display window in which it is used.

Roth Plush Pillows are made in three styles and all colors. They are handsomely trimmed to harmonize and blend with every shade.

Write for samples of plush and circulars showing Valances, Rugs and Pillows.

Karl Roth Designer and Manufacturer Findlay, Ohio



QUALITY DESIGN and PRICE

are the three elements the displayman considers in

selecting the decorations for his windows. We can give perfect satisfaction in all three. This is clearly demonstrated by the great growth of our business during the past two years.

We have a remarkable line of decorations designed especially for summer displays. They are exceptional values and will help to bring trade to your store during the dull months.

Mutual Flower Co.

82 West Third Street, NEW YORK

DISPLAY ROOM: 1142 BROADWAY

It is the Lighting

that Counts



PITTSBURGH
The Standard for Show Windows
REFLECTORS

Store Rent

is based largely on locality, on the number of persons who travel your street. The job of bringing these people into your store is directly up to your show windows—and then it is the lighting that counts.

Your show window illumination can be increased 100, 200, 400% or more, at no additional cost for current, with Pittsburgh Reflectors—a fact amply demonstrated in every test.

Are you ready for brighter show windows? The experience we have gained in hundreds of difficult window lighting installations is at your service. Write us today.

*Pittsburgh Reflectors
are immediately available.*

Pittsburgh Reflector & Illuminating Co.

3RD AVE. & ROSS ST., PITTSBURGH, PA.

Chicago Office:
565 West Washington St.

San Francisco Office:
75 New Montgomery St.

been connected with various important stores in North Carolina and the Southeast. Recently he has been specializing in outdoor decorating and has, during the past season, been official decorator for the floral fete held at Miami, Fla.; the Seminole sun dance at West Palm Beach, and the Gasparilla carnival in Tampa. Mr. Renner will cover the South from the Atlantic seaboard as far west as Oklahoma.

It will be impossible for the demonstrators of the Schack lines to reach all of the cities in the country, but a Special Fall Catalog showing both cloth and paper decorations in colors is now on the press and display men are requested to send for it. Goods ordered from this catalog may be counted upon to be fully up to expectations.



Simplicity and Beauty in Display

The display profession will no doubt be interested generally and find much in particular in the accompanying illustration depicting a window for Spring and Summer, highly significant to the trade. We have often heard the old proverb that footwear (shoes and hosiery) can either make or spoil a toilette, and this window is a striking

or displayman who has not gone through this catalog with care has failed to learn much that he should know about wood fixtures. This catalog is in reality a valuable text book filled with real information as to the period styles, their principal characteristics, history, etc.

In connection with the period styles of William and Mary, Queen Anne, Chippendale, Adam, Colonial and others, the Hugh Lyons booklet gives a brief but highly satisfactory and authentic history as to the circumstances which brought these various styles into being. Many illustrations point out the salient characteristics of each of these styles and show how these characteristics have been intelligently and artistically applied to display fixtures. The book will give to the user of fixtures a new understanding of the different styles in which wood fixtures are designed. It will also give some insight into the conscientious and thorough methods that are employed in designing and building the Hugh Lyons fixtures.

The user of wood display fixtures will be well repaid for any time he may spend upon this really valuable booklet which will be mailed upon a request sent to Hugh Lyons & Company, Lansing, Mich.



THE WAX FIGURE IS THE MAKING OF THIS SHOE DISPLAY.

illustration of the important part that footwear plays in enhancing the beauty and tastefulness of the costume complete. This harmonious setting is worked out through the eye of the true artisan, and its psychological effect can easily be estimated. Human interest is deeply woven into this unit display, and the monotony of "all footwear" is greatly relieved by the life study of the wax model, linked in such a way as to become an integral part of the arrangement. The wax figure is by J. R. Palmenberg's Sons, Inc., of New York.



An Exceptional Catalog

For many years the firm of Hugh Lyons & Company of Lansing, Michigan, has been building general display fixtures of the highest quality and so consistently has this house followed what may be termed the "highest possible quality" policy that Hugh Lyons fixtures of all kinds are universally recognized as super-standard.

During the past few years, however, this company has centered its efforts especially on wood fixtures and the result is admirably illustrated in the Wood Fixtures Edition of the series of catalogs issued by this firm. Any merchant

Onli-Wa in Larger Quarters

Owing to the rapid and continued growth of the Onli-Wa Fixture Co., of Dayton, Ohio, it has been found necessary to move their offices to 401 Beckel building so that the space formerly used for offices can now be used to enlarge the manufacturing space of this progressive firm.

This company has also added a Window Display Service Department, of which J. R. Campbell is in charge. Mr. Campbell is an experienced and capable display man being experienced in handling all lines of merchandise. He is prepared to assist merchants in their windows and stores with their displays and equipment. The Service Department has been organized as a practical help without charge for users of Onli-Wa Fixtures and merchants or display men are invited to submit any problems of display that may arise.

A new 56-page catalog of their well-known wood and metal fixtures and other store equipment has just been issued by the Onli-Wa Fixture Co. and will be mailed to the trade upon request. It contains a variety of new ideas that will appeal to the progressive merchant and display man. A separate booklet illustrates in color some new and very pleasing ideas in valances.

For SUMMER WINDOWS Beach Cloth

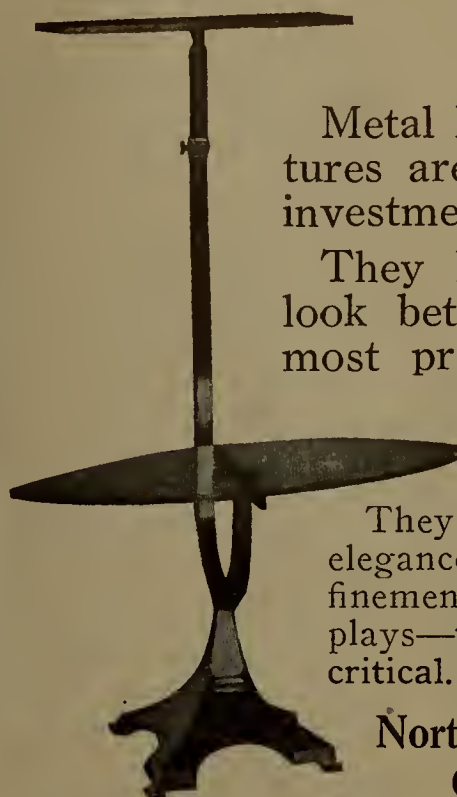
will help you to make them more attractive at a small cost. It is a striking art drapery fabric in fine color combinations. Checks or wide stripes in green, blue, brown or black combined with natural. Border of this ad is about one-third size.

Cloister Cloth
is a wonderful fabric for window decorating.

We carry a big line of
Art Fabrics of All Kinds
Let us know what you want. We will be glad to send samples.

ELMS & SELLON
906 Broadway New York
2 N. 11th St., Philadelphia
742 Market St., San Francisco
309 W. Adams St., Chicago
52 Chauncey St., Boston

Fixtures of Quality



Metal Display Fixtures are your best investment.

They last longer, look better and are most practical.

They possess the elegance that adds refinement to your displays—that sells the critical.

**Northern Fixture
Co., Inc.**

No. 849, made with 7½-in. square cast base, ⅝ U shape standard, adjustable to 46 in. high. Tower glass 8 x 18, top glass 8 x 8.

25 Main St., S. E.
Minneapolis, Minn.

DISPLAY MEN AND CARD WRITERS

YOU MUST HAVE THE

BIG NEW



CATALOG

**FOR PROPER CARD WRITING
MATERIALS**

It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

Spring & Summer Window Displays

**Make Your Windows
Snappy & Attractive**

Real business getters.

Stimulate sales.

A few suggestions.

Artificial Grass Mats, Birds, Butterflies,
Daisies, Blossoms, Baskets, Background
Papers, Lattice Strips, Etc., Etc., Etc.

Our catalogue will convince you.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

An Adler-Jones Summer Specialty

The illustration below presents another specialty creation of the Adler-Jones Co., 206 So. Wabash Ave., Chicago, and features a combination flower basket and bird cake with



giant vari-colored pansy blossoms in rich velvet and leaves of silver. The basket and birdcage, 42 inches high over-all, are made of the finest quality full round reed and incorporate all the essentials of the stabilized Adler-Jones quality perfection products. This number, unusually attractive and adaptable to window use, on ledges or on show cases, presents many features which make it a most appropriate embellishment for summer displays.

The Adler-Jones Company designers are constantly introducing new creations and this incomparable Service department has prepared for the Fall 1921 showing decorative numbers of such exquisite beauty and charm that will unquestionably bring forth from the men of the display profession the general concession of Adler-Jones superiority.

Salesmen are now out with the line and reports from those who have inspected the flowers of rare beauty and novel design, the set pieces of unusual line and decoration, and the many other numbers of the showing, warrant and substantiate the statement that "Adler-Jones Creations" are among the most original, beautiful, practical and economical ever presented for the inspection of those whose genius and keen judgment warrant critical analysis.



New Wood Fixtures

A number of entirely new and exceptionally artistic designs in wood fixtures have been developed during the past few months and are now ready to submit to the displayman who appreciates newness when combined with real beauty and practicability. These innovations are from the factory of the Decorative Fixture Co., 1600 South Jefferson St., Chicago.

While this firm produces the best of the period lines, it is also developing new styles that will present to the displayman an opportunity to get away from the styles that, while handsome and practical, are lacking in the attractiveness that is associated with newness and originality.

This firm has a splendidly equipped factory and a staff of designers capable of turning out a product that is as nearly perfect as possible in design, workmanship and finish and their latest models are everything that could be desired in all of these. A notable feature of the latest designs lies in their exceptionally graceful lines and unusual sightliness combined with strength and practical utility. A number of new ideas in finish have also been added. One of these is called the "multicolor" in which various tones of soft and unobtrusive color have been applied with unusual taste. An announcement of these innovations with illustrations will be made in the June issue of this journal. In the meantime it is suggested that those who have not received the latest catalog of the Decorative Fixture Co., send for it. It is worth looking over with care.

Nobema Contest Decided

The Nobema Products Corporation of Pleasantville, N. Y., has just closed an interesting and highly successful contest for a design to be used in advertising Nobema Colors. The only limitation upon the artist was that the poster should carry the phrase, "Nobema Colors, the Aristocrat of Show Card and Poster Colors," and the prizes offered were as follows:

First prize, \$50.00 cash. Second prize, \$25.00 cash. Next best five designs, \$5.00 cash each. Next best five designs, \$2.50 value in Nobema Colors. The three judges were all eminent artists, including the following: John Held, Jr., Gwen Davies and Abert Vergeer. The prize winners were as follows:

First prize, won by Julius Senn, School of Applied Design, N. Y. C.; design executed in Devoe and Nobema Colors. Second prize, won by Joseph E. Hamilton, 16 West



PRIZE WINNING NOBEMA POSTER BY JULIUS SENN.

Broadway, Portchester, N. Y.; design executed in Devoe colors.

Five third prizes, won by Otis M. Wise, Boston Store, Erie, Pa.; design executed in Nobema Colors. Fred E. Beaumont, Hill Sign Co., New Bedford, Mass.; executed in Nobema Colors. H. W. Nelson, Display Mgr., Mess Bros. & Co., Rockford, Ill.; design executed in Nobema Colors. A. Wilmes, That Art Studio, San Francisco, Cal.; design executed in W-K colors. Arthur Werner, Lindsley's Hardware Co., Orange, N. J.; executed in Nobema Colors.

Five fourth prizes—Design by Anna E. Florence, R. R. No. 5, Dayton, Ohio, Perfect Stroke Colors; W. C. Johnson, 140 E. Seventh St., Erie, Pa., Nobema Colors; Frank P. Brown, Display Mgr., Audubon Theatre, N. Y. C., Carter's Colors; Frank E. Hirsch, 1017 E. 178th St., N. Y. C., Weber

A Bargain in Window Screens Ready to Set up in Your Windows



Four handsome screens in Authentic Gregorian style. Panels are Tiffanied in old-rose blending to Alice-blue at top. Frames dull ivory with amber rubbed relief ornamentation. Each screen consists of five individual panels and may be used separately or combined. Size 11 feet 6 inches long and 8 feet high over all.

Each **\$100.00**

Set of four... **\$350.00**

F. O. B. Chicago

Also two three-panel screens to match, 64 inches long and 66 inches high.

Each **\$30.00**

Set of two... **\$50.00**

These screens are exceptional values.

For further information communicate with

H. C. Oehler, Display Mgr., **W. A. WIEBOLDT & CO.** Lincoln, School and Ashland Aves.
Chicago, Illinois

Your Window Display Plus

"Composite Ideas"

All effective displays are the outcome of "composite ideas." Combine the ideas of other displaymen with your own for successful window advertising. Fifteen 8x10 Photos of the latest New York department store displays can be had each month for five dollars a month.

WORSINGER
WINDOW SERVICE
• PHOTOGRAPHY •

25 W. 42nd St.
New York
Vand. 4311.

BEAUTIFUL Window Settings

*ready for immediate
delivery at special prices*

The handsome display setting in Modified Georgian Style shown on page 50 of this issue of Merchants Record and a larger setting of the same design will be sold at prices much below their real value. Splendidly made, from the best materials, and suitable for a department store, women's or men's ready-to-wear, or almost any other line.

*Write at once for prices and any
further information desired, to*

H. C. OEHLER, Display Mgr.

W. A. Wieboldt & Co.
Lincoln, School and
Ashland Avenues
Chicago

Colors; Joseph C. Moppert, 3837 N. Percy St., Philadelphia, Pa., Devoe colors.

The accompanying poster shows Mr. Senn's First Prize winning poster



George Singer with E. C. Dietz

George C. Singer, who is widely known to display men and all users of artificial flowers and window decorations, is now connected with E. C. Dietz, importer and manufacturer of high grade artificial flowers and kindred lines suitable for window decoration.

The Dietz line is known to display men as the "Distinctive Decorations" and this season is not only exceedingly attractive but embraces many new and original features that will make a strong appeal to the display man and merchant. Mr. Singer will take pleasure in meeting his numerous friends with the Dietz line during the next few weeks.



New Designs in Valances

The difference in artistic, individual valances, as compared with the ordinary patterns is not a matter of price but of the firm from which they are purchased. As usual, Karl L. B. Roth, of Findlay, Ohio, is offering a line of valances that show rare taste and artistic beauty and in patterns that are both new and original with him. He is also showing new designs in the display pillows and cushions which he brought out at the I. A. D. M. convention last year.

Display men who value individuality combined with unusual attractiveness and the best possible workmanship should write for the latest circulars showing the Roth line. The address is Karl L. B. Roth, Findlay, Ohio.



Posters For Summer Sales

Just ahead of us is the summer sale season, and according to every present indication, this will be a summer of strenuous competition for business. In this connection most stores will need more show cards and sale posters than the card writer will be able to turn out.

For such occasions, the live stores in big cities use special printed signs that look better and cost much less than the average hand-made signs. These signs are printed from special engravings designed to imitate hand lettering, and are reproduced in bright colors that attract attention. They can be used in large quantities at a relatively small cost.

The Wm. H. Aston Printing Co., 325 Fort St., W., Detroit, Mich., specializes in summer special sale signs, banners and posters. Samples and a circular will be sent upon request. These are attractive and very effective business getters, which will help to keep the store busy during the dull summer months. It is suggested that merchants who are planning for summer business write to this firm for samples and literature.



E. R. Newcomb Moves

E. R. Newcomb, manufacturer of hardwood floors for show windows and stores, has removed his offices from South Wabash Avenue to 1327 Washington Boulevard, Chicago. This firm specializes in highly artistic designs in hardwood floors especially made for show windows. The Newcomb floors can be laid either in new windows or over the old flooring. They are shipped prepared for the window and any local carpenter can put them in place at small expense. An interesting catalog showing the many handsome styles of flooring is being sent to the trade by this firm upon request. It is worth sending for.

Theater Decorations

The floral and foliage decorations for the magnificent New Majestic Theater in Dallas, Tex., were supplied by L. Baumann & Co., of Chicago. This is one of the handsomest theaters west of Chicago, and its appointments are the last word in refined elegance. The Baumann decorations are entirely in keeping with the other splendid interior embellishments of this sumptuous theater.

The Baumann line this season is particularly attractive and embraces many new ideas that will appeal with especial force to the merchant who wants the highest possible quality at a reasonable price. This line is now being shown on the road throughout the United States and Canada.



Fabrics for Window Decoration

During the past year or so, decorative fabrics have grown rapidly in the favor of display men. This is especially noticeable among stores of the higher class. Art materials of many designs and weaves are now designed in so many beautiful patterns that it is not surprising they are popular with the display man who regards novelty as an important factor in his work.

One of the leading manufacturers of art fabrics especially adapted to window decoration is Elms & Sellon, 309



W. Adams St., Chicago, and 906 Broadway, New York. This firm carries a wonderful variety of materials suitable to displays of every description and suitable to all seasons. They make plain materials, such as Cloister Cloth, Homespun and many others. They also carry a great variety of art fabrics in checks, stripes, floral designs, etc. The picture illustrates a window decorated with Beach Cloth, one of the popular Elms & Sellons patterns. Any fabric requirement in connection with window display can be filled satisfactorily and if display men will give a general idea as to the color and pattern wanted, they will be mailed suitable samples from which to make a selection.



HAROLD R. PENNING, free lance displayman with headquarters at Peru, Ill., is handling all sorts of special decorative work in connection with regular window displays. He has had charge of the decorations for auto shows in various cities and has also done some very good hall decorating for the Knights Templar, American Legion and other organizations. Mr. Penning has just been awarded the contract for handling the decorations for the State Undertakers' Convention to be held in La Salle, Ill., June 7, 8 and 9.



HARDWOOD FLOORS
For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
Telephone Monroe 2960-6950
1327 Washington Blvd., Chicago

"Speltz Ornaments"
A Wonderful New Art Publication for the Displayman



Four volumes in 3 and 4-color process; 240 plates, size 10½ x 13 inches, giving thousands of authentic details in Antiquities, Medieval, Renaissance, Rococo and Neo-Classic styles.

Space does not permit of a full description of this remarkable publication here. Write us or call at our display room. Just off of State Street.

C. Broes Van Dort Co.
19 W. Jackson Blvd. Chicago

DIETZ
Distinctive Decorations

Let us quote you prices on your next decorations. You will find our designs original and highly artistic and our values are invariably as good as can be found in any market. If you will give us an idea as to your requirements, we will be pleased to send samples or a salesman.

E. C. DIETZ
219 E. 34th St., New York

Air Brush Stencil Designs
5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.
Our Air Brush Colors won't clog the brush.
Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST. CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS
Use Silk Plushes. Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies
Write for Samples and Prices
F. A. RAUCH & CO.
410 South Market Street, CHICAGO, ILLINOIS

Special
\$1.00 Trial Offer

Nobema
COLORS

The Aristocrat of Poster and Show Card Colors

Mail us \$1 for any five two-ounce bottles of the following: Red, chrome yellow, light orange, turquoise, purple, black or light maroon, and one 2-ounce bottle of Nobema Medium, free.

Dealers, jobbers and representatives wanted everywhere. Write for prices, terms and commission.

Nobema Products Corporation
Box 356 Pleasantville, N. Y.
L. W. Hammond, Everett, Wash., West. Rep.



see here!

SIX NEW COLORS
Pearl Gray, Robin's Egg Blue, Lavender, Royal Purple, Ultra Blue and Deep Black. NAT-MAT Dull Coat Finish is an ideal board for Show Cards and display panels. Also 100 other snappy color effects. Factory prices. Your business letter-head brings free samples.

NATIONAL CARD, MAT & BOARD CO.
Manufacturers
218 W. Superior Street Chicago, U. S. A.



Creators of the Newest Ideas in
Valances and Panels
French Drape Valance a Specialty
Write today for our new catalogue and prices
THE WINDOW DECORATIVE WORKS
1250 W. Fourth Street, CLEVELAND, OHIO

Advertise Right



The Advertising
THAT PAYS—

WINDOW SPACE IS VALUABLE:

Keep Them Attractive to Buyers with ARTISTIC DISPLAY MATTER.

PAASCHE FAMOUS 3-IN-1 AIR BRUSHES

enable you to put the Real Punch in your Show Cards, Signs, Banners, or

WINDOW BACKGROUNDS

Increase your earning capacity. Our Air Brushes are made in all sizes. Easy to operate. Used by Display Men everywhere.

Send for Our Catalog

IT'S FULL OF CLEVER IDEAS THAT YOU CAN USE

Paasche Air Brush Co.

1229 Washington Blvd.

CHICAGO

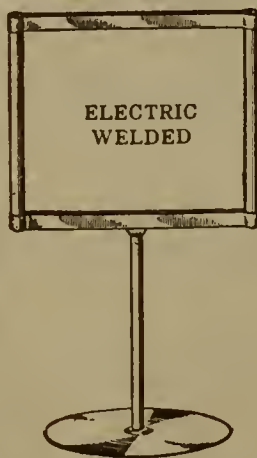


THE PAASCHE
PAYS ITS OWN WAY

Every Displayman
Needs a
Paasche Air Brush

Model "D" is
Best of Them All

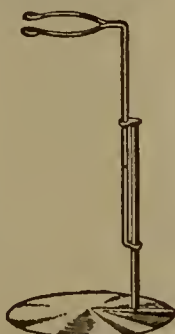
Our New Backgrounds
and Floor Stencils are
making a hit every-
where.



ELECTRIC
WELDED

No. 690

Best and
Cheapest
Price
Card, Stands,
Easels, Etc.



"Jaxon" Doll Stands
Adjustable 8 Sizes

J. B. Timberlake & Sons, Mfrs.
JACKSON, MICH.

DISCOUNT
SALE

SALES PENNANTS

Just What You Want

A wonderfully attractive way of featuring your special sales—the smaller pennants for trimming around the windows, show cases, etc., and the larger ones for decorating the store and lobby. We carry in stock ready for immediate shipment the following titles:

| | |
|----------------------|---------------------|
| Great Clearance Sale | Big Annual Sale |
| Great Discount Sale | Semi Annual Sale |
| Stock Reducing Sale | Our Season End Sale |
| Big Clean-up Sale | Inventory Sale |

Prices on these pennants are as follows:

8½ x 12½, \$3.00 per hundred
17x26, 50, \$2.50, or \$5.00 per hundred

Specify if you wish red or blue pennants. Price includes parcel post. Prices on special styles and sizes on request.

We ship the smaller pennants one-half of the quantity with the wording reading to the right and half reading to the left.

We make bill board posters, window hangers, show cards, car cards, cloth signs and all kinds of display printing from type or special engraved design.

WM. H. ASTON PRINTING CO.

Detroit, Mich.
325 W. Fort Street

S. M. MELZER CO.

Manufacturers of

Display
Fixtures
Show
Forms



Wax
Figures
Brass
Railings

915 Filbert Street

Philadelphia, Pa.

BETTER DISPLAY FIXTURES

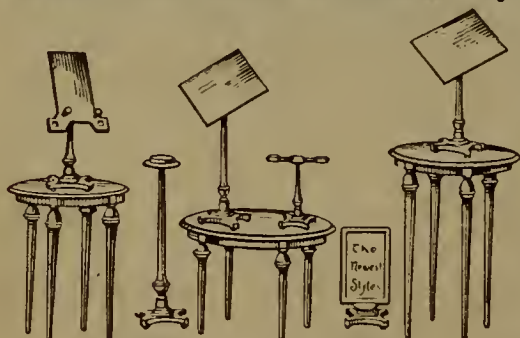
Perfect
Equipment
Perfect
Service



It will pay you to
send for our new
booklet.

D. W. Woodruff & Co. 860 Howard Street,
San Francisco, Cal.

Make Your Show Windows Pay Your Rent



Our Line of
Period
Display
Fixtures
Will Help
You Make
Effective
Window
Displays

Many Sales Are Made on the Sidewalk

New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



A new, original
and effective paper
for artistic win-
dow decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

AMERICAN LITHOGRAPHIC CO.

Now being used with
splendid results by lead-
ing display men through-
out the country.

19th St. & 4th Ave. NEW YORK

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Window Trimmer and Card Writer wanted as first assistant in fully organized display department of a progressive department store in Western Pennsylvania. Must be a fast card man and accustomed to handling high grade merchandise in an up-to-date manner. State experience and salary expected. Address Box 394, MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

WANTED—Window Trimmer and Card Writer who knows how to write newspaper advertisements, must be experienced in men's clothing, hats and furnishing goods and a man who can produce results. Give data as to age, experience, reference and state salary expected, also submit samples of card work, copies of advertisements and photographs of windows, if you have any. Address Selber Brothers, Shreveport, La.

WANTED—Combination window trimmer, card writer, and ad writer; one with a knowledge of Ready-to-Wear for Ladies' and Children. Splendid opportunity for advancement. State experience, salary, and send specimens of work. Address Herzberg's, Omaha, Nebr.

MANUFACTURER of display fixtures with office, store and shipping-room located in the most desirable section of New York City would like to get in touch with party wishing to establish an artificial flower business. This is an exceptional opportunity to make very good connections for any one interested, as the overhead expense would be reduced to a minimum. Address Box 393, c/o MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago, Ill.

WOMEN'S FORMS, full wax bust and arms. Palmenberg and Culver models. Will sell at a remarkable low price. A fine chance for the small store. L. S. Ayres & Co., Indianapolis, Ind.

SALESMAN WANTED—Who thoroughly understands selling window display fixtures. (Goods not made in Chicago.) Good salary or commission. State experience and territory. References to be exchanged later. Position open July 1st. Address, Box 392, MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago.

STUNTS WITH CHALK—36 Page Book. Over 60 illustrations, \$1.00 postpaid. Complete Program Turn Over Tricks, Evolutions, Comfation guaranteed. Cartoonist Chris, 2925 Euclid Ave., Kansas City, Mo. Scenes, Patriotic and Religious Entertainment numbers. Satisfying.

"Everything for the Show Window"

DAVID B. CHAMBERS

1802 Chestnut St.

PHILADELPHIA

PAPER MACHE GOODS

Manufacturers of anything special, and 500 stock window, interior and exterior decorations

Write for catalogue

AMERICAN ART PAPER MACHE WORKS

6311-13 N. Clark St., Chicago, Ill.

Index To Advertisers

| | |
|----------------------------------|----|
| Adler-Jones Co..... | 39 |
| Am. Art Paper Mache Co..... | 63 |
| American Lithographic Co..... | 62 |
| Art Display Lighting Co..... | 41 |
| Artistic Wood Turning Works..... | 51 |
| Aston, Wm. H., Printing..... | 62 |

| | |
|------------------------------|-----------------------|
| Barlow-Kimnet Co..... | Inside Front Cover |
| Baumann, L., & Company..... | 9 |
| Bodine-Spanger Co..... | 43 |
| Botanical Decorating Co..... | Inside Back Cover and |
| Butcher, L. O., & Bro..... | 61 |

| | |
|-----------------------------------|------------|
| Card Writers' Supply Co..... | 53 |
| Compo-Board Company..... | 2 |
| Contents, Editorial..... | 1 |
| Curtis-Leger Fixture Company..... | Back Cover |

| | |
|--|----|
| Daily, Bert L..... | 49 |
| Decorative Fixture Co..... | 53 |
| Detroit School of Lettering..... | 33 |
| De Voe & Reynolds Co., Inc..... | 53 |
| Dietz, E. C..... | 61 |
| Display Manager's Hand Book of Decorations.. | 4 |
| Doty & Scrimgeour Sales Co..... | 57 |

| | |
|-----------------------------|----|
| Elms & Sellon..... | 57 |
| Esterbrook Pen Mfg. Co..... | 51 |

| | |
|---------------------------------|----|
| Feldman, L. A., Fixture Co..... | 47 |
| French Wax Figure Co..... | 3 |

| | |
|----------------------------|---------|
| Gasthoff, J. F., & Co..... | 6 and 7 |
|----------------------------|---------|

| | |
|------------------------------|----|
| Heagany, D. J., Mfg. Co..... | 45 |
| Hess, G. Wallace..... | 45 |

| | |
|--------------------|----|
| Imans, Pierre..... | 43 |
|--------------------|----|

| | |
|--------------------------|----|
| Kawneer Mfg. Co..... | 47 |
| Kichler, L. A., Co..... | 63 |
| Koester School, The..... | 31 |

| | |
|-----------------------|---|
| Lyons, Hugh & Co..... | 2 |
|-----------------------|---|

| | |
|----------------------------------|----|
| Melzer, S. M., Co..... | 62 |
| Modern Artificial Flower Co..... | 37 |
| Mutual Flower Co..... | 55 |

| | |
|------------------------------------|----|
| National Card, Mat & Board Co..... | 61 |
| Netschert, Frank..... | 51 |
| Newcomb, E. R..... | 61 |
| Nobema Products Corp..... | 61 |
| Northern Fixture Co..... | 57 |

| | |
|-------------------------|----|
| Onken, Oscar Co..... | 62 |
| Onli-Wa Fixture Co..... | 49 |

| | |
|---|----|
| Paasche Air Brush Co..... | 62 |
| Palmenberg's J. R., Sons, Inc..... | 35 |
| Pittsburgh Reflector and Illuminating Co..... | 55 |

| | |
|-----------------------|----|
| Rauch, F. A., Co..... | 61 |
| Roth, Karl..... | 55 |

| | |
|-----------------------------------|---------|
| Schack Artificial Flower Co..... | 8 and 9 |
| Service Artificial Flower Co..... | 41 |

| | |
|--------------------------------|----|
| Timberlake, J. B., & Sons..... | 62 |
| Van Dort, C. Broes, Co..... | 61 |

| | |
|-------------------------------|----|
| Wallbrunn, Kling & Co..... | 57 |
| Wants, For Sale, Etc..... | 63 |
| Welch-Wilmarth Companies..... | 10 |
| Window Decorative Works..... | 61 |
| Woodruff, D. W., & Co..... | 62 |
| Worsinger Window Service..... | 59 |

"KICHLER"

VALANCES

FOR EVERY PURPOSE

Designers and Creators of
HANGINGS and DRAPERIES
for The Theatre The Home The Store

Special sketches gladly submitted, showing distinctive and individual treatment of your particular requirements.

THE L. A. KICHLER CO.

717 Lakeside Ave., N. W.

Cleveland, Ohio



This is one of the splendid spring windows designed by Arthur V. Fraser for Marshall Field & Company. All of the magnificent floral decorations used by this great store for this important occasion were supplied by The Botanical Decorating Company. The interior decorations were gorgeous.

THE MERCHANT who sends his Displayman to the I. A. D. M. convention in St. Paul next July will confer a greater favor upon himself than upon the displayman.

This convention is a carefully prepared educational event which will be attended by nearly all of the most accomplished Displaymen of America. These experts will demonstrate and explain clearly the latest methods of displaying merchandise.

Every Displayman will return home qualified to do better work than he has ever done before.

The Botanical Decorating Co.

208 West Adams St.
Chicago, Illinois.



Paris, France.
London, England.



The wonderful display above was based upon the principal scene in the play "The Gilded Lily." This exquisite stage conception has been admirably adapted to the show window of Joseph Horne & Co., Pittsburgh, by Carl F. Goettmann, using Botanical Super Decorations.

THE DISPLAYMAN who attends the St. Paul Convention will be repaid many times through the practical knowledge of advanced display methods. He will see the most expert Displaymen in the world demonstrate the specialties for which they are famous.

Every Displayman who attends this meeting will return home better qualified to make a real success of his calling.

No conscientious Displayman can afford to miss this convention.

The Botanical Decorating Co.

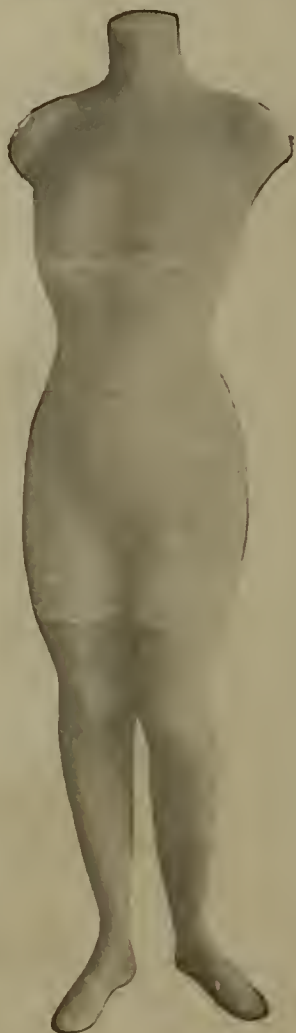
208 West Adams St.
Chicago, Illinois.



Paris, France.
London, England.

CURTIS-LEGER

Bathing Suit Forms



This form can be used throughout the year for displaying lingerie, and is especially valuable in spring and summer for showing bathing suits to advantage.

Women's Wear stores find one or more of these forms a real necessity.

This new and attractive model is gracefully posed and securely balanced, so that it stands firm without a brace. Enameled extra-low at bust and extra-high on legs. Body jersey covered. A strictly highest quality product in every respect. Expert workmanship and carefully selected materials assure long service.

Model 9NU—With Cape Shoulders.
Model 18NU—With Flat Shoulders.

Sweater Forms

of Superior Construction

The new roll front sweaters require a form with bust enameled very low. The especially designed form shown here has bust enameled almost to the waist line. Constructed of papier mache. Lower part covered with best quality jersey.

This form is also suitable for displaying lingerie, jackets, jerseys, etc., and will be found generally valuable in the display program of the women's wear store.

Base, 7½ inches. Extensible on standard. Can be furnished with metal base or any of our wood bases.

Model 17SN96—Order by number.

CURTIS-LEGER FIXTURE CO.

Established 1869

237 W. Jackson Blvd.,

Chicago, U. S. A.

Before You Plan Displays for Fall—See Curtis-Leger at St. Paul!



Merchants Record and Show Window

June, 1921



Get Ready for The Big Show in St. Paul, July 11-14—Let's Go!

ON TO ST. PAUL!

ON to that beautiful Twin-City of the state of ten thousand lakes—enough to satisfy all thirsts but one.

ON to St. Paul—that is how every I. A. D. M. is now thinking. It is to be hoped that every member will be fortunate enough to

"Pack up his troubles in his old kit bag"

and go, go, go! When he opens his bag on the St. Paul side of the Twin, the Old Cat Trouble will soon disappear—never to return.

THE inspiration of Comradeship, the exchange of ideas, the mingling of the Big Brothers of the Craft, with the younger fellows, the lectures, and displays and entertainment—all these combine to make this an event that will



One of the New Posed Models

help every member to carry back with him to his work for the following year—ideas, ambitions, enthusiasm, that will help lift all his display work to a higher level, a more practical usefulness that will bring RESULTS to the house where he is employed by increased business and good will—which are the underlying purposes of all display.

"Prove all things and hold fast that which is good"

When you think of the wisdom of those words you cannot help thinking of St. Paul. And the more you prove the merits of Display Equipment, the more surely are you going to hold fast to fixtures of Quality and Originality and Exclusiveness such as can be found only under the now well-known trademark shown below.

When in New York be sure to come in and see us at our up-town Exhibition Rooms at No. 1244 Broadway. You are sure to absorb some useful and valuable ideas. If you are not likely to visit the city in the near future, let us bring to you a part of our show room—let us send you our latest catalogue that will illustrate just a few of the newest and best and most exclusive ideas of the craft. Ask for new catalog, "Secrets Display Success."

Uptown Exhibition Rooms
1244 Broadway
Imperial Hotel Bldg.

Factories
525-531 E. 15th Street
New York, New York
Holyoke, Mass.
Rochester, New York

THE BARLOW-KIMNET CO.
EXECUTIVE OFFICES AND SHOW ROOMS
724 BROADWAY
NEW YORK



WORLD'S LARGEST
MANUFACTURERS
of
DISPLAY FORMS

The
Famous
MANNEQUIN
Product

MERCHANTS RECORD and SHOW WINDOW

An Illustrated Monthly Journal for Merchants, Display Managers and Advertising Men.

Eastern Office
5001 Woolworth Bldg.
New York City

Published by

The Merchants Record Co.

Publication Office
5707 West Lake Street
Chicago

SUBSCRIPTION RATES

In advance, postage prepaid

United States, Canada, Mexico and Cuba . . . \$3.00 a Year
All Other Countries . . . \$4.00 a Year

ADVERTISING RATES

Classified advertisements \$1.00 for five lines or less. (additional lines 15 cents each) each insertion. Payable in advance.
Display rates furnished on application.

Direct all letters and make all remittances payable to the order of The Merchants Record Co., 5707 West Lake Street, Chicago. Payments made to other than authorized collectors will not be recognized.

MEMBER CHICAGO TRADE PRESS ASSOCIATION

OFFICIAL ORGAN OF THE INTERNATIONAL ASSOCIATION OF DISPLAY MEN

Entered January 16, 1903, at Chicago, Ill., as second-class matter, under Act of Congress, March 3, 1879.

VOLUME XLVIII

NUMBER

Contents for June, 1921

| | Page |
|--|------|
| Show Window Lighting - - - - - | 11 |
| By Reginald Trauttschold, M. E. | |
| An Anniversary Celebration - - - - - | 14 |
| Notes from New York - - - - - | 20 |
| By F. F. Purdy | |
| The Freelance Display Man - - - - - | 25 |
| Draping in Costume - - - - - | 28 |
| Short Lengths for the Ad Man - - - - - | 30 |
| Are You a Member - - - - - | 34 |
| Fares to St. Paul - - - - - | 34 |
| Our Roll of Honor - - - - - | 35 |
| Monthly Contest - - - - - | 35 |
| Service Department - - - - - | 35 |
| Free Employment Service - - - - - | 36 |
| Important - - - - - | 38 |
| I. A. D. M. - - - - - | 38 |
| The Program - - - - - | 40 |
| On to St. Paul - - - - - | 42 |
| St. Paul is Ready - - - - - | 44 |
| Take Your Vacation in Minnesota - - - - - | 44 |
| Suggested Constitutional Changes - - - - - | 46 |
| St. Louis Meeting - - - - - | 48 |
| To Form Chicago Local - - - - - | 52 |
| Draping in England - - - - - | 54 |
| Dayton Luncheon - - - - - | 56 |
| Window Decoration and Equipment - - - - - | 58 |
| Wants, For Sale, Etc. - - - - - | 63 |



No. 2509



No. 2512

A picture of two narrow top display pedestals.

They are built in the Classic Adam Period.

Think how these pedestals could fit in your display.

No. 2509—6x18" top, 18" high.

No. 2512—6x12" top, 12" high.

Crystallize the mental attitude, into a buying impulse.

Our fixtures will help you in this interesting task.

They are built with the same care and skill as ammunition is built for a high powered rifle.

Both are for the purpose of making a smashing bull's eye.

HUGH LYONS & CO.

"Make Buyers out of Passersby."

LANSING, MICH.

SALESROOM
New York
35 W. 32nd Street

SALESROOM
Chicago
234 W. Franklin Street

COMPO-BOARD

To get the desired effect (see illustration) and to build substantial, attractive, artistic show window backgrounds, nothing can take the place of COMPO-BOARD. Good plan to have a supply always on hand.

Compo-Board is built with kiln-dried wood slats as a foundation, and must not be confused with substitutes of so-called board, which are really nothing but pulp-paper or cardboard.

Compo-Board comes four feet wide by 1 to 18 feet long. It can be sawed in all directions without splitting. Compo-Board is not affected by heat or moisture, consequently will not warp, buckle or split.

Send for sample of Compo-Board.



Compo-Board Company

1404 LYNDAL AVE. NORTH
MINNEAPOLIS, MINNESOTA

*Meet Me At the
I. A. D. M.
Convention*

I'll have the whole family there. I mean the whole "Perfect Stroke" Family of brushes and supplies. You'll be mighty interested in what I show, and I will be mighty happy to shake your hand.

Bert L. Daily

Service---

is what every card writer, as well as sign painter wants, and SERVICE is what I give, when you order

Daily's
"Perfect Stroke"
TRADE MARK

BRUSHES AND SUPPLIES

I see to it that your order goes forth the same day it is received, and that the goods are shipped in perfect condition. My guarantee of satisfaction, or money back, is your assurance of satisfaction.

If you haven't my new Catalog No. 8, write today for copy

Bert L. Daily

126-130 E. Third St.
ENTIRE FOURTH
FLOOR
DAYTON, O.



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Artistic Parisian Wax Figures and Forms

PIERRE IMANS

10 rue de Crussol Paris, France

The Finest Wax Figures and Forms

The most valuable on account of their "Carnisine" arms (deposited and copyrighted) absolutely indestructible.

The lowest in price because of the low rate of exchange.

Catalog No. 24 — Free

THE St. Paul Convention will undoubtedly be the greatest in the history of the I. A. D. M. and in honor of this occasion we are preparing what we believe to be the most notable exhibit of wood display fixtures that has ever been attempted.

Although our production has steadily increased, the high quality and artistic excellence of our fixtures have been maintained in every detail.

*Our quality and
our service will al-
ways be held to the
highest standard*

The Decorators Supply Co.

Archer Avenue and Leo Street

Chicago

Confidence

STARTING in business when window display was young, this house entered the field with a well defined policy that has never been changed. Our code was simple; to sell the best obtainable merchandise, at a fair price to all.

Continued year after year, this policy has won for us a reputation that is our most valued asset. In twenty-five years of serving the displayman our name has grown to be a Seal of Confidence that stands for designs and quality that are beyond criticism, for conscientious and efficient service and the lowest prices in any market—values considered.

The line of decorations we will exhibit at the St. Paul Convention of the I. A. D. M. combined the latest ideas of our designers and those of America's best known displaymen. If you find it impossible to attend the convention, send for our colored catalog.

St. Paul 1921 — Let's Go!
Chicago 1922 — You're On!

L. Baumann & Co.
357-359 West Chicago Avenue
Chicago, U. S. A.

Co-operation is the Secret of Success

It is for this reason that the International Association of Display Men hold their convention in St. Paul, July 11, 12, 13 and 14, and it is because of close co-operation that this convention promises to be the best ever held.

Master Display Men from all over the world—artists from every city throughout the United States and Canada—merchants from every up-to-date store will meet at this convention to exchange ideas—to show how big things are done and to prove how the display profession is helping many business houses to grow into world known institutions. Such work is co-operation in the truest sense of the word.

You, Mr. Display Manager, or, You, Mr. Merchant, cannot afford to miss this wonderful convention—this gathering of the present day's best men.

Co-operation is the secret of success. This has been proven over and over again and you certainly should not deprive yourself of the benefits you will derive from the co-operation the I. A. D. M. is offering you through this convention.

Neither do you wish to refuse your co-operation in the effort the I. A. D. M. is making to advance still further the now well recognized art of window display.

The Schack Artificial Flower Co.

1739-41 Milwaukee Ave.,

Chicago

This concern, now established 25 years, and celebrating its Silver Jubilee at the convention in St. Paul, always has offered its co-operation to members of the display profession. But we also ask you to give us your co-operation in return at the convention in St. Paul. Inspect our new lines—make comparisons; offer suggestions; criticize. See us first or last—but see us! Booths 86-87.


~~~~~  
~~~~~  
If you expect to organize a floral parade or to do any parade decorating this summer, get in touch with us — we can help you.



~~~~~  
~~~~~  
We will be glad to cooperate with you in every possible way. Let us submit free sketches and other suggestions.

~~~~~  
~~~~~  
GRAND PRIZE WINNER
Schack's Decorations Used Exclusively

Schack's Floral Parade Decorations Are Prize Winners

Why use inferior decorations when you can have the highest quality at a lower price? We can make immediate shipment of everything needed for decorating Automobiles, Floats or Vehicles of any description.

Write for Free Floral Parade Book

This book contains many hundred illustrations of Prize Winning Floats. With each book you receive—

Schack's 1921 Spring Catalog Free

A book of 56 pages, showing hundreds of different decorations suitable for decorating floats. Select from this Catalog and you are sure that your float will be different. All decorations are shown in colors. It tells you how to use

Schack's World Famous Excello

Excello is a floral sheeting for covering the body of Cars, Trucks or any large surface. Its use is fully explained in our literature. Excello is patented and manufactured by us exclusively. The uncomparable beauty of Excello has won more prizes in Floral Parades than all other so-called sheetings combined. The ever increasing demand for our Excello has enabled us to reduce the price from \$1.50 to \$1.25 per square yard. Why not use the best?

Our new Fall Catalog showing a complete line of cloth and paper flowers will be off the press within a few days. Write for your copy.

SCHACK ARTIFICIAL FLOWER CO.

Established 25 Years

1739 Milwaukee Avenue

Chicago, Illinois

¶ We celebrate our Second Anniversary at the I. A. D. M. Convention in St. Paul. In two years' time we have built up a reputation second to none for making the finest display fixtures and creating new and original ideas for display work.

¶ See our display at the convention and be convinced that we manufacture the newest and best designs of wood fixtures on the market.

¶ If you will not be at the convention, write us for our latest catalog.

The Decorative Fixture Company
1600 South Jefferson Street, Chicago

MESSMORE & DAMON, INC.

MANUFACTURERS OF THE HIGHEST GRADE PAPIER MACHE

363 NINTH AVENUE

NEW YORK,
May 26, 1921.

To The Display Managers:-

These Vases and Drape Stand are the design of Messmore & Damon Company created for our composite polychrome finish.

A number of concerns throughout the country have attempted an imitation of these numbers with a very crude result.

If you are interested in this line let us know the color of your background and merchandise you want to display and we will work with you on your color scheme.

Write for pamphlet.

Signed,

MESSMORE & DAMON



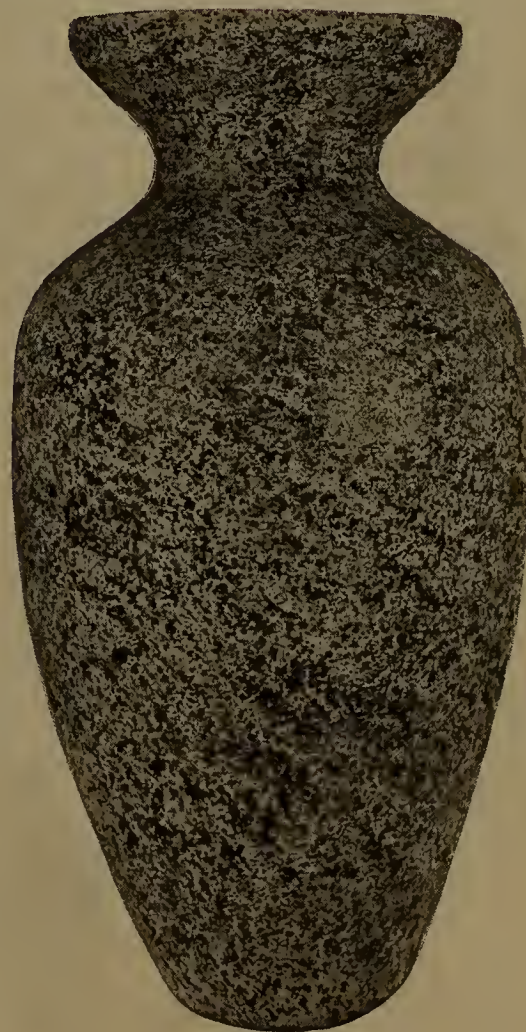
No. 19. JAPANESE VASE.
3 feet 6 inches high.



No. 9. GREEK VASE.
3 feet 6 inches in height.



No. 7. EGYPTIAN
DRAPE STAND.
34 inches wide; staff 7
feet long.



No. 20. MODERN VASE.
4 feet in height.



A Panoramic View of the Entrance to the Store of J. M. Kaufman & Co., Champaign, Ill.

The Store That Was Parked on the Wrong Side of the Street

TO begin with, the store was parked on what was generally considered the "wrong side of the street." But J. M. Kaufman had never permitted a troublesome business problem to keep his spirit in the enervating fumes of melancholia. He preferred finding the way out. He sat down at his desk and faced his problem with a good cigar and a lead pencil. How could he make the clothing business of J. M. Kaufman & Co., Champaign, Ill., the prosperous, successful retail enterprise that he had always dreamed of? It seemed to him that there were three main objectives to be taken. He must:

Attract pedestrians from the other side of the street.

Get more prospective customers into his store.

Turn the prospects into customers by making it easier for them to buy and easier for the store to sell.

It is true that the merchant's way did not appear clearly at the moment; it is likewise true that various steps in the solving of the problem were not taken until years afterward, and it goes without saying that all of the objectives have not yet been thoroughly accomplished, and, considering the nature of human frailty, it is probable that they never will be. But the Kaufman store is mute evidence of how well the merchant has succeeded in satisfying his ambition.

—APPAREL GAZETTE

*Welch-Wilmarth
Method in
Merchandising
Equipment
minimized this
situation by
insuring this*

*A fine store
front will get
prospective customers
into the store - but
Welch-Wilmarth
equipment turns
the prospects
into
customers*

THE WELCH-WILMARTH COS.

Originators of Method in Merchandising

Grand Rapids, Mich.

Branches:

New York

Pittsburgh

St. Louis

Chicago

San Francisco

I saw it in the June "Merchants Record"—Page 10

MERCHANTS RECORD and SHOW WINDOW

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Show Window Lighting

Reflections in the show window—Caused by excess sunlight and a combination of physical conditions that are sometimes difficult to remedy—Depth of window influences reflections—Supplementary lights inside the window help to lessen reflections—Auxiliary lights may be used.



By Reginald Trautschold, M. E.
Society for Electrical Development, Inc.

Editor's Note—This is the fifth of a series of authoritative articles prepared by an experienced illuminating engineer exclusively for this journal. These articles will appear at intervals throughout the year and will cover the following phases of this important subject: General Principles of Window Lighting, Installation of Lamps and Reflectors in the Window, Color Lighting in the Show Window, Extra Lighting in the Show Window, Reflections in the Show Window, General Suggestions as to Window Lighting.

DAYLIGHT reflections, that is glare caused by high lights reflected from the show window, may seriously impair the effectiveness of the most carefully arranged display, bringing about a condition which calls for drastic remedies if it is to be bettered to any appreciable extent. In some way the exterior light must be diffused, direct rays of light broken up and a balance struck between the interior and exterior illumination.

Too Much Sunlight

Excess of daylight, the cause of the reflections, may be more potent in preventing the realization of the value of the show window for display purposes than insufficient or improper illumination at night and the obvious remedy of dimming the sun is out of the question. It is true that in certain instances the window can be screened from the direct rays of the sun by awnings, but in many others the problem of combating daylight reflections is much more complex. As the regulation of the source of light is difficult, to say the least, such control as may be possible must be found in some manipulation of the window and there would seem to be only three ways of doing this, although various combinations of the three means will usually bring about the best results. The proportions of the show window may be altered, its dressing changed and supplementary lighting may be installed to bal-

ance more effectively the illumination within and without the window.

Depth of Window makes a Difference

The impinging rays of relatively high intensity light from without will either penetrate the window glass or be reflected therefrom and if the window is shallow with a dark background a veritable mirror effect is produced and the reflection of light is accentuated. Increasing the depth of the window, altering its proportions, will permit more light to penetrate the glass, for a certain amount of light enters the window even with a dark background in close proximity. The absence of all light within the window, irrespective of its depth, would, of course, convert it into a very effective mirror for reflecting the rays of obliquely impinging light, but such a condition is not encountered so that within reasonable limits and depending upon light tightness of the window, an increase in window depth will tend to reduce the seriousness of daylight reflections. The penetration of light through the window glass will in itself serve to diffuse the direct rays of light and the diffused illumination resulting is not objectionably reflected.

Background and Merchandise

The substitution of a light background for the dark—changing the window dressing—will also tend



MR. KAGY USED THIS TREATMENT IN A NUMBER OF WINDOWS FOR MANDEL BROS.

to diffuse more thoroughly the light entering the window and so reduce reflection and is particularly effective when the merchandise on display is dark, contrasting with the window background. It is also a remedy used with fair success with certain classes of light colored merchandise. Other light colored merchandise requires a contrasting background for bringing out its attractiveness and details, in which case the darker background can be retained to advantage, the light merchandise serving to diffuse the rays of light striking the objects on view. A rule advanced by some of the most expert window dressers is to display dark goods on light backgrounds and light merchandise on dark backgrounds if the show window is so situated as to be liable to trouble from daylight reflections. In many instances this is good advice, but the exceptions to the rule are so numerous that its acceptance even as a general rule may lead to disappointing results in many instances. Perhaps a better rule is to play up the light colors and introduce the dark simply in such amounts as needed to secure the requisite contrast for most effective display of the merchandise, indefinite as the advice may seem.

Supplementary Lighting

The installation of supplementary lighting units to balance more effectively the illumination within

and without the window is probably the most effective means of improving conditions, if not of eliminating reflections. The extra light in the window serves first of all to decrease the mirroring effect of the window and secondly can be so trained as to diffuse more thoroughly the rays of light entering the window. By reducing the reflection of light, more light usable for window illumination enters the window and by the more thorough diffusing of the light more illumination is retained within the window.

The location and training of these auxiliary lamps should be somewhat different from corresponding considerations for night window illumination. The lamps should be located overhead, as in the case of general illumination, but their light should be directed more with the view of breaking up, or diffusing, the direct rays of light entering the window from without. The most effective diffusion of light would result with the rays of light emanating from the auxiliary lamps passing through the rays of light from the sun at right angles, but with the position of the sun varying continually, the intensity of the outdoor illumination rarely if ever the same and the danger of excessive spilling of light from the lamps into the street a curtain of auxiliary light thrown directly



A WELL LIGHTED DISPLAY BY JAMES BEYER FOR MCCREERY & CO.

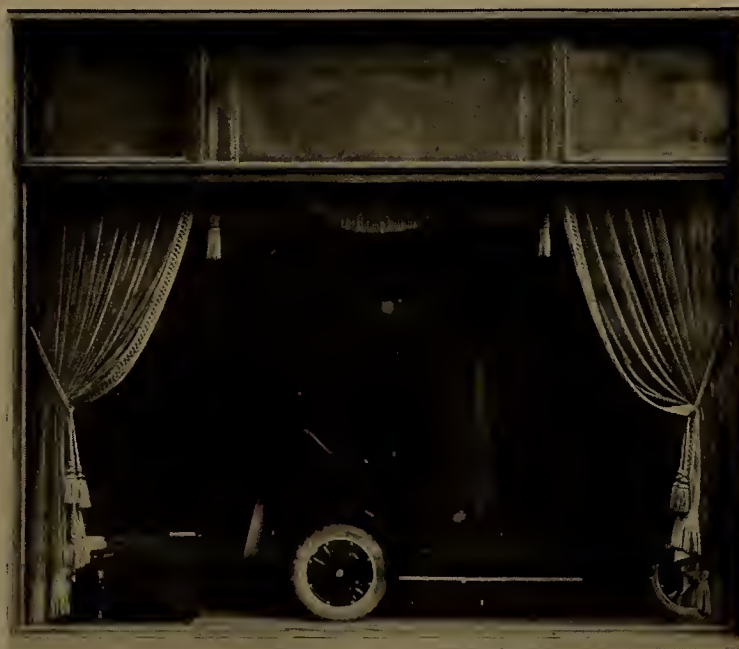
downward a little way in from the window glass is probably the most effective arrangement. Such a curtain of light, though it may successfully diffuse the light, entering the window from the street, may not furnish, however, the needed illumination for the clear discernment of the objects toward the rear of a deep window, necessitating the training of other auxiliary lamps so that they supply the needed illumination for the more remote objects.

Breaking up Outside Light

Considerable experience in show window lighting is required, quite obviously, to plan and layout such a system of auxiliary lamps to combat successfully the annoyance of daylight reflections, and as the hindrance to effective window display may be of almost any degree of seriousness, even suggested spacing of lamps, wattage requirements and type of lighting units to employ cannot well be discussed in any but very general terms. In fact, the spacing of lamps and wattage requirements cannot be constructively discussed at all and very little said concerning lamps and reflectors.

However, as it is direct rays of daylight which have to be broken up and diffused to reduce daylight reflections, it is probably a good plan to provide auxiliary lamps emitting light of a quality as closely resembling daylight as possible—that is, the installation of daylight lamps for the auxiliary illumination would appear to be a logical provision. The light emitted by these lamps, though the lamps consume more current than standard incandescent

lamps, closely resembles average daylight and may be expected more effectively to break up the rays of daylight than the yellower rays of unmodified incandescent light. The chief requisite is, however, that the lighting units be fitted with efficient reflecting equipment, rather than reflectors which will



DAYLIGHT REFLECTIONS IN A WINDOW.

increase the diffusion of the light.' The auxiliary light has a very specific function to discharge, that of breaking up the rays of daylight entering the window and, consequently, should be directed against the entering light in much the same ray form.

An Anniversary Celebration

The William Gushard Dry Goods Company of Decatur, Ill., have handsome decorations in honor of their twenty-fifth birthday. W. D. Sneller, the display manager, creates some beautiful effects in the windows and interior —old blue and silver predominate.

THE twenty-fifth anniversary of the William Gushard Dry Goods Company of Decatur, Ill., was made the occasion of an elaborate celebration which included a series of notable merchandising events, under the supervision of the Buyers' Club. The decorations designed and carried out by display manager, W. D. Sneller were well worthy of this important event. The show windows of this store were minutely described in a recent issue of this journal. They are of unusual construction which permits the large main panels to be completely changed with very little effort. Their unusual construction also provides a simple and unusually effective means of using draperies such as are shown in these windows.

For this occasion the windows were decorated in silver with velour lambrequins in old-blue and mulberry in alternate groups of two, three and four windows. A large plastic relief medallion was the chief decorative feature of each window. This had an ornamental shield in the middle on which were placed the dates, "1896-1921." These figures were

done in colors to harmonize with the lambrequins in each window. At either side of the shield was a cupid. The whole medallion was finished in antique silver as was also the plastic festoon suspended from the lower edge of the oval.

The oval upon which the medallion was placed was covered smoothly with velour and outlined, at the top, with silver foliage and, at the bottom with a silver silk cord and tassels. The silver foliage and festoons were cleverly adapted to the design of the medallion with which it was in perfect harmony. Throughout the silver foliage were placed miniature electric lamps corresponding in color with the mulberry or old-blue draperies and adding a fine touch to the general color effect. French doors at both ends of each window were draped with velour and small lambrequins, with silk cords and tassels to match. The color scheme was remarkably effective; although it was entirely simple, it had the quality of unusual richness that was highly effective and in keeping with the spirit of the anniversary. The settings were of the sort that cre-



A DAINTY AND PLEASING EFFECT USED BY MR. SNELLER ON THE FIRST FLOOR.



THIS SCHEME OF DECORATION IS EXCELLENT FOR AN ANNIVERSARY DISPLAY.

ated a real impression. There was just enough of decoration and just enough of color. The merchandise in these windows was handled with as much skill and care as the decorations. It was confined exclusively to ready-to-wear, accessories and carefully draped dress materials. In each window, the merchandise was selected to conform to the color scheme of the draperies in that particular window.

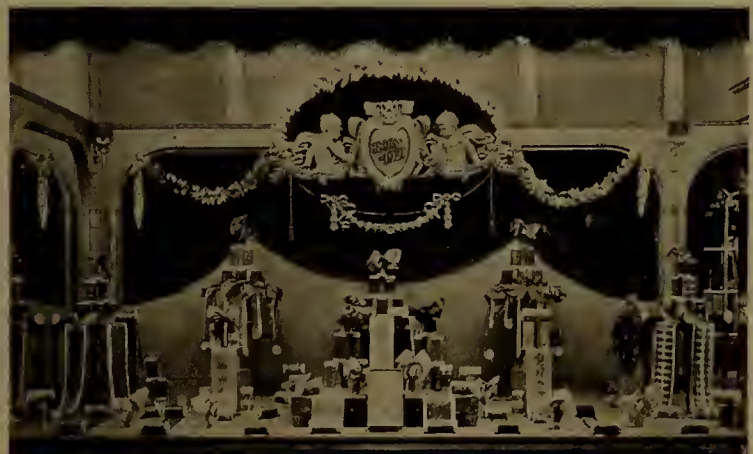
The interior decorations were also carried out with exceptional taste and good judgment. The chief purpose was to give to the interior an airy, springlike effect of daintiness rather than to overwhelm the spectator with a mass of decorative detail. The architectural features of this store are highly attractive in themselves and it was Mr. Sneller's idea to accent and embellish these details rather than to obscure or wholly obliterate them with decorations. The interior photograph illustrates how well this was accomplished.

The main floor was an unusually good example of "just enough" decoration for the occasion. It gave the impression of a bower of silver foliage enriched by purple and lavender. The columns were treated with vines and sprays of silver foliage and the semi-indirect lighting bowls were decorated with purple blossoms, shaded to pale lavender hung from the upper part of the fixtures and drawn up in irregular festoons at the bottom of the bowl. The chains suspending the fixtures were trimmed with silver foliage to correspond with the columns.

Placed at regular intervals on the shelving were shields bearing the words in air brush lettering: "Our 25th Anniversary." These were outlined with heavy wreaths of silver foliage. All of the silver foliage used on this floor had a delicate touch of lavender, which added a pleasing tint to the effect. The entire effect of this floor was enchanting and produced spontaneous and sincere expressions of ad-



A CORNER WINDOW.



DISPLAY OF RIBBONS.



A JUNE DISPLAY BY EDWARD P. BURNS FOR THE ROBERT SIMPSON CO., TORONTO, ONT.

This display showed the bride in all her glory. The floor and background were in light grey and sufficient color was given to the window by the flowers and plants banked at each end. Near the middle of the background was placed a highly

decorative gold lamp and at one side was a comparatively small mirror in a gilt frame. The bride was dressed according to fashion's most favored mandates in every detail. This window proved a great success.

miration even from those who were accustomed to handsome store decorations. In front of the elevators, on all floors, the same general effect was carried out with the exception that there was at each elevator entrance a decorative unit, the center of which was a wreath surrounded shield with the dates "1896-1921." All of the upper floors were treated in a similar but less elaborate manner which was highly satisfactory. White, lavender and silver were used. In addition to the artificial decorations, baskets of natural flowers of various kinds were placed on show cases and elsewhere throughout the first floor.

The William Gushard Dry Goods Company is said to be the largest in Central Illinois and is in many respects a model retail establishment. Like most important stores it started in a small way and has grown steadily and quickly through modern methods consistently employed. The building is of the most modern design and the four capacious selling floors are fitted with the most modern equipment. The windows of this store are of unusual construction—a style that has many points to recommend it—and Mr. Sneller makes the most of them. His displays are always interesting and combine a nice balance of art and practical salesman-





NOTABLE FRONT AND DISPLAY BY R. E. MEYERS, THE EMPORIUM, ST. PAUL, MINN.

The upper picture shows the remarkable new arcade of the store. It is 380 feet long with a 9-foot promenade. Island windows at right are 6 feet deep and those on left are 9 feet deep. This store has 320 feet of additional frontage

not shown here. Lower picture shows one of the windows in detail. The background is Hennavelour with applique gold composition, cords and tassels. It is finished off with a gold console table and mirror.





STRAW HAT DISPLAY BY A. L. MEADOWS FOR WASHER BROS., FORT WORTH, TEX.

At the opening of the straw hat season the entire front of the Washer store was devoted to straw hats and the big display turned out to be a big business getter for the hat department. All of the windows were carried out in the same general style as the window shown here. Italian straw and wicker vases filled with flowers were the chief decora-



A SPECIAL DISPLAY BY HENRY SHERROD FOR STEWART D. G. CO., LOUISVILLE, KY.

The people of Kentucky are raising a fund to buy for the state the old home on Federal Hill, Bardstown, where Stephen C. Foster wrote "My Old Kentucky Home," and Mr. Sherrod installed this window to help this good cause. An old square piano was placed in the foreground with an old edition of the famous song on the music rack and seated at the instrument was a wax figure dressed in appropriate

fashion corresponding with the style of the time when the song was new. The material for the gown on the figure was bought at the Stewart store seventy years ago. On a corner of the piano was one of the old fashioned fans of long ago. At one side, on an old fashioned easel was a painting of the old homestead in Bardstown. The window was draped in black velvet.



AN AUTUMN DISPLAY BY E. LEMIEUX FOR GOODWIN'S, LTD., MONTREAL, CANADA.

This was a setting of rare beauty made for one of the most notably high class stores of Canada. The simple architectural effect shows exceptional taste on the part of the display man and the arrangement of the merchandise exhibits

a perfect understanding of show window composition. The scenery, Wedgewood vase, chairs, stands and, in fact, the entire setting, was designed and carried out by Mr. Lemieux. This display appeared last autumn.



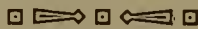
A BRIDAL DISPLAY BY HENRY SHERROD FOR STEWART D. G. CO., LOUISVILLE, KY.

This is an exceptionally good bridal display because of its simplicity. The background was of light and dark green net in alternating panels. In front of these colors was hung a curtain of semi-transparent dark blue net. The huge bridal

boquet on the wall was of roses, orchids, lilacs and heather tied with ribbons in variegated colors. The three figures in this window were dressed with exceptional care and were well posed.

Notes from New York

A knowledge of merchandising and window display go hand in hand—Readjustments to bring about economy and efficiency—Service is growing to be more important than price—Vacation goods displayed in Brooklyn windows—Various activities among metropolitan display men



By F. F. Purdy

BACK of the display man stands the merchandiser, and back of the merchandiser the financier. The broad gauge display man is a student of merchandising. In fact, this department has always contended that the legitimate final address of the progressive display manager is marked "Office—Merchandise Manager." We still believe that, for who comes into closer relation with all merchandise and values, and the display man who has "merchandising" in him will make good as merchandise man. We looked for Fred Schmehl and Jimmy Trehwella to ultimately graduate thus, for they both had this genius, but Schmehl went into flowers and Trehwella withdrew for a time from the business. You never can tell. There are those in the manufacturing and wholesale trade who claim that the merchandise man must be far more of a financier than a merchandiser. That may be true

right now, when finance is playing an unusual part in the department store administration. With it all, the display man, let us all agree, will not attain his highest until he assimilates continually the merchandising knowledge and spirit. Evidently he who named this publication the *MERCHANTS RECORD AND SHOW WINDOW* exactly hit the situation, and possibly builded better than he knew.

Financial Readjustment

This all leads up to the idea that the finances of some of our New York department stores are being readjusted, with economy and efficiency holding the reins. In one store a number of the assistant buyers have been "let out," the buyers taking on more work on the one hand, and the aisle managers, etc., taking up the lower end of the slack. In another important store, report runs, the aisle managers have departed, leaving their duties



DISPLAY OF MILLINERY BY R. H. MACY & CO., NEW YORK.



DISPLAY OF SHIRTS BY JAMES BEYER FOR MCCREERY'S, NEW YORK.

to be taken up by the assistant buyers. In the latter case this is not exactly confirmed, our informant explaining things this way: "The department store is growing more efficient. Competition in price has been supplemented by competition in service. Now, a lot of red tape has been done away with and a customer seeking an adjustment can get it with far less delay. Instead of being sent from floor man to assistant, or vice versa, and finally to the buyer, there is now one aisle manager on a floor in charge of all returns, from any department on that floor, with full authority to accept returns and to give credits, although there may be exceptional cases where something is taken finally to the buyer. Some of the aisle men had their resignations accepted, but my information is that most of them have been engaged in this broader service, and that the change was far more in the interest of efficiency than of economy."

Prices Handicap Display Men

The weather last month may have had something to do with the condition of retail business, but it undoubtedly could have been much better. With it all, the public is to an extent recalcitrant, skeptical and filled to an extent with the spirit of the mule. They read the genial, polite statement of Mr. Hoover to the effect that while competition had forced manufacturers and wholesalers to drop their prices, owing to widespread knowledge of trade conditions by retailers, consumers, by reason of their ignorance, were paying too close to old prices. They also read statements in advertising, like that of one of our leading banks, to the effect that retailers have maintained high prices long after they

have been lowered in wholesale markets, and have steadily refused—taking department store stocks all together—to make anywhere near adequate mark-downs. Hence there is a rebellious disposition hereabouts among consumers to buy what they must have and to delay buying in a great many cases, where they can. Thus the efforts of the display man to "sell through the windows" are negatived to a very large extent.

"Averaging Down"

Through the country there are instances where buyers tell of taking early losses and marking down their stocks to prices based on replacement—and with most excellent results. This is all right in some cases, and with a department here and there. But for a store to mark its entire stock down to a replacement basis would be a financial and even a banking proposition most serious. The stores generally are "averaging down," though with it there are instances where even new goods are marked high, far too high, for "all that the traffic will bear." As the Good Book says, "they have their reward," whatever their policy. This is a time when merchantile reputations are being made and the discussion of the policies of various houses even in large social gatherings, and in which men largely participate, would be illuminating to many a merchandiser.

Straw Hat Display

These may be called rather the "piping times of peace" with the display men, with purchases of feminine apparel for summer largely consummated, and conditions of merchandising none too good. Indeed, the impression here is that with retail as well

as wholesale business "the further away from New York, the better it is." The display men, however, realize the importance of their work of setting the wares of the store most attractively before the public and are putting the best foot forward. Starting downtown, Mr. Larkin opened the straw hat season at Wanamaker's with a striking window, using for it the large Ninth Street and Broadway window of the new building. The color scheme was black and orange—floor, black carpet; background, a yellow curtain with daisies stenciled upon it; furniture, iron chairs painted yellow; hat stands trimmed in black; a few yellow ties with red dots. This made a handsome and striking setting for the new straw hats that attracted much attention.

Brooklyn Displays

Mr. Rooney, of A. & S., Brooklyn, the following week, had in a men's fine hat window, the idea being the effect of a paddock in connection with a lawn. There was greensward and gravel walk, gateway in center, table with refreshments, and other reminders that summer had come and straw hats must be immediately purchased. Some of them were shown on golf sticks and tennis racquets and in similar ways. A few silk shirts, belts, silk gloves and other masculine summer equipment added to the interest of this hat window. The A. & S. millinery buyer, by the way, is in receipt of a notable tribute to Mr. Rooney's windows during the week of "Summer hats for summer wear," when cooperating stores used backgrounds and settings, as well as merchandise of azure blue and hyacinth. The A. & S. windows, on Fulton street, Livingston

street and everywhere else were in this color scheme, and with beautiful effect. The representative of the National Retail Millinery Association wrote to the A. S. millinery man congratulating him on the "beautiful and artistic windows," and saying that he was delighted to belong to an association that could inspire such skillful cooperation in the use of the colors that were adopted by his organization. The week of Memorial Day, in the big corner Livingston street window, Mr. Rooney took up the floor, revealing the tank, and which was the basis of a canoe and sporting window, with a couple enjoying life in the canoe, which was apparently navigating in a cove, with ample and attractive arrangement of forestry and foliage, the window giving opportunity for display of sporting wearables and sporting goods. The same week there was a perfumery window on the Fulton street front, with fountain as a striking feature.

McCreery's Windows

Mr. Beyer has been using crystal leaves and ornaments at McCreery's, which were called to his attention by their use for purposes of interior decoration, chandeliers, wall brackets, etc. He had a number of special things of the kind made up, and put them first into his bridal windows, with crystal tree, with crystal balls and pendants, which went well with the smilax. There was a special chandelier, also stands of Mr. Beyer's design. Promoting the use of this crystal is the fact that there is a great deal of metal trimming used in gowns nowadays, and this material lends itself well to use in the windows with it.



SHOWING CRYSTAL DECORATIONS BY JOHN BEYER FOR MCCREERY'S.



INFANTS' OUTFITS DISPLAYED BY BEN MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINN.

Display Men's Club Meets

The Metropolitan Display Men's Club held their May meeting on the 23d, at their headquarters in the Bust Terminal building, Forty-second street, which was well attended, and the main business was starting a "surprise entertainment and supper" for all members, and especially to stimulate interest in going on to the Minneapolis convention of early July. Already a goodly number of New Yorkers have signified their intention of attending, including J. J. Cronin, of Bamberger's, Newark; Edward Munn, of Franklin Simon & Co.; John H. Beyer, of James McCreery & Co.; Mr. Malet, of R. H. Macy & Co.; William Tishman, of Hahne & Co., Newark; L. McArdle, of Orkins. Secretary Jones is communicating with display men in New England and near-by points, inviting them to make a start from New York on the special car or cars that will be arranged for, so that all display men from this city and tributary territory may go on together. A special rate of one and a half way rate has been secured.

This "surprise entertainment and supper" will be held June 20 at the Bush Terminal building, and Lawrence McArdle is chairman of the committee in charge of arrangements. There was a spirited discussion at the meeting May 23 regarding this and other matters, and a general agreement of the desirability of holding a big get-together on the 20th, to put the last details regarding the convention arrangements before the members, and to give visitors and non-members a line on the activities of the club and the benefits of the local and national organization. A new member elected was Charles Dukeit,

display manager for The Steinbach Co., of Asbury Park, N. J., secured through Secretary Jones. It was decided to dispense with meetings of the club during July and August.

The Season of Sales

We have entered upon the season of clearance sales, special events through the various stores entire, or particular features in different departments. The usual clearing of the decks for fall is on. Buyers have been supplying their needs for fall rather conservatively. At all times New York as a rule buys later than cities at a distance, especially, for instance on the Pacific Coast, where the stores generally buy early and in large quantity because of their remoteness from market. The next big event through the country will be the August furniture sales, which affect sympathetically the other home furnishing departments. The fixture people report their main business now coming from new specialty stores that are springing up, and from orders for what fixtures, etc., that department and other stores need for filling their immediate needs. Later on they expect a normal and good-sized business from department stores in preparation for the proper opening of their fall campaigns.

A Request for Signs

The system used by Mr. Hopkins at Gimbel's for ordering signs has met our attention, and is worth noting as a suggestion for others. The blank is headed "Request for Signs," with space for date and department number at top. Applicants are urged to "Be sure that spelling and prices are correct before displaying on merchandise." If goods



DRAPES BY BEN MILLWARD FOR MANNHEIMER BROS., ST. PAUL, MINN.

are advertised, a place is left for a check to signify same; also for date and hour "when wanted," for signature of buyer or assistant, and elsewhere for "approval" of management. It is specified that "Signs for advertised goods must be ordered 24 hours in advance." Applicants are urged to "Write plainly and spell correctly," an obvious necessity, when signs are to be read often by thousands. The body of the blank contains lines for the various wording of signs, and at left are four columns for the figures of "number wanted," "size," "both sides?" or "one side?" From these specifications anyone can prepare a blank of moderate size for practical use. At this writing Gimbel's are running a sale of the entire toy stock of the Strauss store on 57th street, which was a large one, running through to 58th street, with six special toy windows, and the sale a notable success. Previously there was the Vantine sale. Gimbel's have bought out many an entire stock and successfully featured and sold it, which is a marked specialty of this house.

News of Display Men

Among the recent visitors here was W. H. Buswell, display manager for the Scranton Dry Goods Co., Scranton, Pa., who spent several days here, accompanied by his wife and child.

J. Brennan, formerly with Abraham & Straus, Brooklyn, has joined the staff of R. H. Macy & Co's., decorative department.

T. A. Smith is now assistant manager and also in charge of the windows of the Barsaloux Yarn Shop, at 400 Fifth avenue. Mr. Smith is one of the veterans of the display world, well known with the former Simpson-Crawfor Co. and Greenhut Co. store. Mr. Smith has many friends who are glad to see him among them once more.

Charles Dukeit, display manager for The Steinbach Co., Asbury Park, N. J., was a recent visitor, and is getting into his busy season, although Asbury Park is an all-the-year-round place where business is done. Mr. Dukeit has been in this position for about ten years. He has a lot of windows, as they run around on three sides, and he puts up some creditable displays.

Charles Brandt is the assistant general manager and in charge of the windows and signs of The Outlet Stores, 24th street, between Sixth and Seventh avenues. Mr. Brandt is well known as the former display manager of the old Fourteenth Street Store, where he did unusually good work, especially in originating and putting together large displays, fixtures and backgrounds on a limited outlay, with which he produced some remarkable effects.

The Forsyth people, well known specialty dealers, are getting into a new store on Fifth avenue, where they will have an attractive and up-to-date front.



The Freelance Display Man

DURING the past few years the Freelance display man has been increasing in numbers—his popularity has been growing both among merchants and among the display men themselves. There are several excellent reasons for this. In the first place, there are in every large city many merchants owning comparatively small, high class stores. These merchants want their windows handled in the best possible manner but they require only a limited number of displays each week and therefore cannot afford to pay for the full time of a display man capable of doing the class of work they require. The Freelance solves the problem for such as these.

So far as the advantage of being a Freelance is concerned, it may be stated that there are some display men who are particularly adapted for this kind of an arrangement and can handle the displays of half a dozen stores with more satisfaction to themselves than they could care for the windows of

a single store. Such display men can make a far better income by freelancing than they possibly could in confining their efforts to a single store. This is true because the small store owner who wants window work of the highest class is willing to pay a liberal premium to have his one or two windows trimmed by the best available talent.

While some men are achieving notable success as Freelances and are doing much better financially than they could otherwise, it should not be assumed that any clever display man can jump into this field and make a go of it. Many really good men have tried it and failed completely. Others who have made a big success dressing the windows of a single store, have met with so many unexpected difficulties in free lance work that they have gladly given it up to get back to a single employer—and they have wondered why.

There are certain qualifications not altogether essential to the display man who is employed by



DISPLAY OF SUMMER FOOTWEAR FOR GIMBEL BROTHERS, NEW YORK.

This photograph illustrates how a desired effect can be secured by using a screen instead of the entire background to suggest scenery. The screen is a three panel affair cleverly designed to give an outdoor tone to the setting. The upper part and sides of the screen were trimmed with wild smilax to harmonize with the painting. In front, a section

of the floor was covered with imitation sod and here were posed a boy and a girl with a bicycle. These figures and the bicycle corresponded admirably with other figures painted on the screen and shown in perspective. This window offers several practical suggestions that can be used to good advantage by the average display man.



A WAIST DISPLAY BY CLYDE D. AYRES FOR THE FASHION, COLUMBUS, OHIO.

The color combination in this display was dark green and white. Blouses of white crepe-de-chine, embroidered in light green were shown. As the blouses were of the sport type, a black and white sport hat, shoes and scarf were selected to balance the setting. The middle background panel was 6½ feet high and the side panels were 5½-foot wood frames finished in old gold and backed with green velour. Green velour floor drapes extended out from the bot'om of each side panel. An excellent decorative effect was produced by the high flower basket which was filled with sprays and garlands of delicately tinted blossoms. The color scheme was highly pleasing and satisfactory in this window.

a single store but which are vitally necessary to the successful Freelance. First of all, the Freelance must be something of an executive. He is working largely upon his own resources and initiative and he needs sound business judgment as well as diplomacy to handle a service of this kind with satisfaction to his various clients and to himself. It may be observed in this connection that it is not always an easy matter for the display man to please the boss. The difference between pleasing one boss and half a dozen is merely a matter of multiplication.

Another qualification needed by the Freelance is real ability—the ability to do good work, and lots of it. It would hardly pay to enter this field unless one expects to work for the best stores. These are the only ones that can afford to pay the price that

makes freelancing an object. One must put in displays that will stand the most critical judgment and he must put them in quickly for speed is one of the essentials to financial success in this work.

The best clients for the Freelance will be found among the medium sized or small stores that want good merchandise displays with only the simplest decorations. Tailoring, hats, millinery, men's furnishings, clothing and similar lines lend themselves well to this kind of work but the versatile Freelance will find many other lines that can be handled readily. In fact there is no limit to the field that presents itself in a good sized city.

Naturally, system is the keynote to any window display service. The service must be thoroughly dependable. This implies that there must be un-deviating schedules that can be made possible only



A MILLINERY DISPLAY BY CLYDE D. AYRES FOR THE FASHION, COLUMBUS, OHIO.

The color combination in this display was royal purple and jade. The central panel was 6½ feet high and covered with purple velour. The side panels were wood frames finished in old gold and backed with purple velour. Velour of the same color was used for the floor drapes extending from the base of each side panel. Foliage in lavender tints was used and a bow of purple ribbon was used to tie the black and white millinery hat box on the floor. A touch of jade was obtained by using on the screen two natural butterflies in jade tints. All of the millinery used was jade color which made a pleasing contrast against the purple screen. Jade silk scarfs gave a graceful touch.

by careful planning. The best results are had by schedule as to merchandise, etc. This permits the display man to work up his general scheme in advance and no time is lost in the window. While some stores show practically the same kind of goods week after week, even these displays require planning ahead that the work may go smoothly loss of time.

One of the unsatisfactory features of freelance window work lies in the fact that it is extremely difficult to build such a service beyond a two or three man organization. To build up a display service, it is necessary to have the services of capable assistants who can be depended upon to handle the work intelligently and without too much supervision. Such assistants are not difficult to find but they are exceedingly hard to keep.

It is only a human trait for the assistant to be ambitious and wish to get ahead. He feels that his employer is making a profit from his services and he can't see why he shouldn't have that profit for himself. So he starts out to build up a service of his own. It is an easy matter to win one or two clients away from his employer and he thinks that there will be no trouble in getting other equally good clients. In nine cases out of ten the assistant starting out in this way makes a failure of the venture for the reason that he lacks the peculiar qualities that are necessary to make a successful Freelance. However, assistants are very hard to hold and the Freelance service suffers from constant defections of this kind.

A very satisfactory Freelance arrangement is for two good men to work together as partners, with

as many assistants as they can keep working. This will enable them to maintain an office with a telephone girl to answer inquiries and make appointments. This is only a businesslike provision as a client frequently wishes to call up the display man.

There is an excellent opportunity in any good sized city for the Freelance display man who will conduct a service in a dependable, businesslike way. However, one should be certain that he is especially fitted for the work before he leaves a good position to enter this field.



Draping in Costume.

CATTLEMEN recently held a convention in San Antonio, Tex., and the stores in that city were especially decorated and various "shows" were put on by the local merchants in honor of the occasion. The Saul Wolfson Dry Goods Co. held a Style Show with living models for the entertainment of visiting cattlemen and their families. A stunt that created quite a sensation was a draping demonstration with live models in a show window by Matt Markusich, display manager for this firm.

As appropriate to the costume, Mr. Markusich, while making the demonstration was dolled-up in a complete cowboy outfit from a wide brimmed hat and flannel shirt to chaps and spurs. The demonstration was made in a specially decorated window, and a number of costumes suitable for various occasions were draped upon the models. The idea of a wild and wooly cowboy designing feminine costumes is such a novel one that it made a big hit with the audience.

In addition to the draping exhibit, a real cowboy in a large island window demonstrated difficult feats with the running noose. A bevy of beauties



DRAPING IN COSTUME BY MATT MARKUSICH.

from local motion picture studios showed a large variety of spring frocks from the regular stock of the store. The garments varied from the most inexpensive to the highest priced garments carried in stock.

A group of misses from three to twelve years of age carried out the display of fashions for girls, designing many striking and dainty wearables.



BRIDAL DISPLAY BY A. W. WINOCOUR FOR W. A. WIEBOLDT & Co., CHICAGO.

This is an unusually large window which gave ample space for a setting of this character without crowding. The painting was admirably handled to represent a church interior and this effect was added to by columns and other details that were built out into the window. The various

panels at the back were appropriately colored to represent stained glass windows and the walls closely resembled light grey stone. Six well selected and carefully dressed wax figures were posed naturally in this setting. Palms in baskets served as decorations.



A DISPLAY BY G. H. BAUER FOR KAUFMAN'S, SPRINGFIELD, OHIO.

In this window were shown evening gowns of the finest make and materials. The figure at the left wore a black jet gown; the one seated wore a jade green and the figure at the right one of salmon color. Each carried an ostrich feather fan to match her costume. The large vase was of turned wood finished in an orchid tone and decorated with

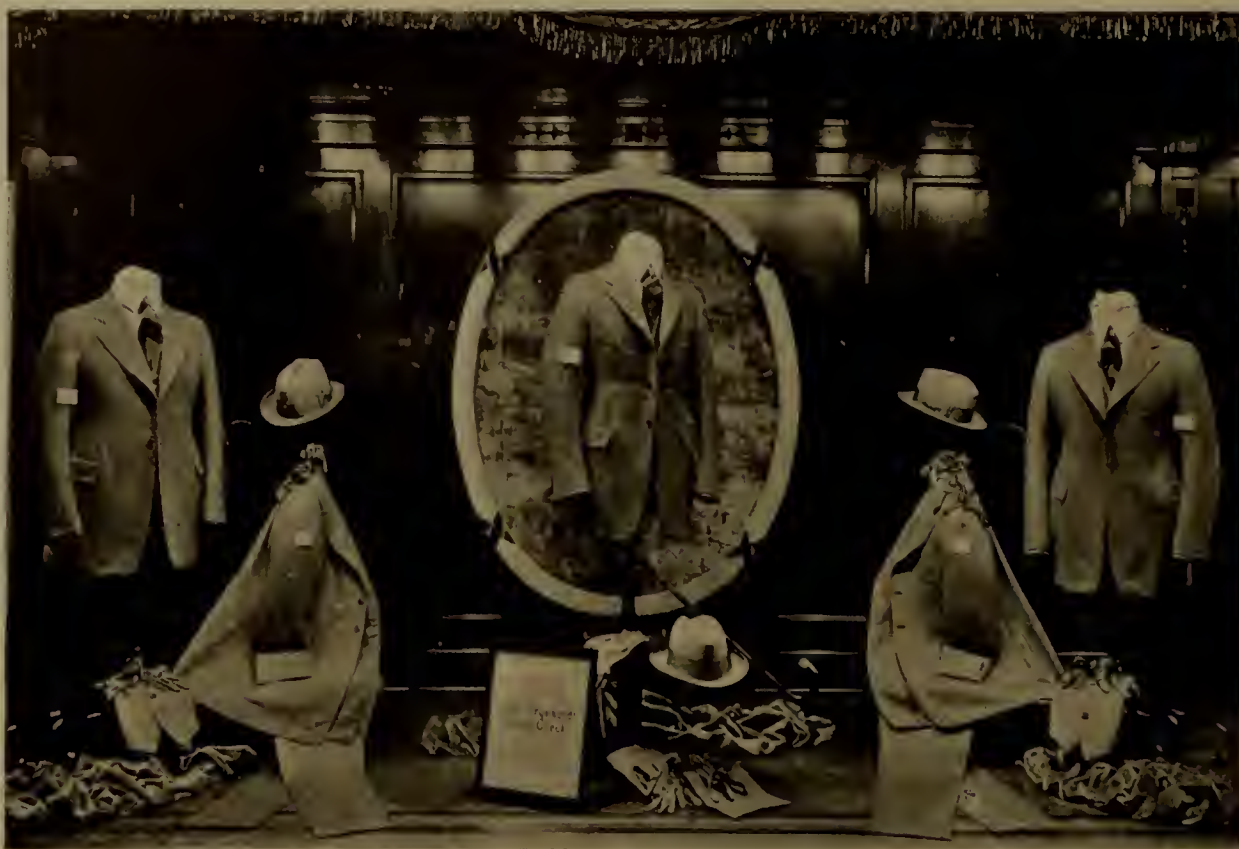
a relief design in harmonious tints. The flowers were in the same colors. The background shown in this picture is one of remarkable beauty that has recently been installed in all of the windows of this store. It is mahogany in an uncommonly handsome design with beautiful relief ornamentation. This is one side of a corner window.



TWO DISPLAYS BY L. H. WARDE, FOR DUNCAN & GOODELL, WORCESTER, MASS.

Here are two excellent specialty displays showing an attractive treatment for a small window. At the back is an artistic pergola trimmed with large red and pink roses. In one window was shown a vacuum cleaner with its various attachments. At one side was placed a spotlight, which concentrated its illumination upon the cleaner. The floor covering for this window, was very appropriately, a rug. In the other picture is shown the same background somewhat changed to

adapt it to the showing of vacuum bottles and carafes. In the middle of the background was hung a circular painting of an arctic landscape and below was a large card which read: "While standing in the torrid heat looking in one end of the telescope, you see the frigid zone of the north and think of the possibilities of a vacuum bottle or carafe." Plush was used as a floor covering for this display. A wicker vase filled with large red roses was added to give more color.



CLOTHING DISPLAY BY M. WOLFSON FOR BAER BROS. & PRODIE, CHICAGO.

This was a special display of Glen Urquhardt and Club Check suits. The central oval was framed in silver with white painted Glen Urquhardt and Club Checks. Blue velour was puffed over the floor and also was used to form a background for the oval. The price tickets and show card had a blue ground and the different checks were used as a border at top and bottom of the show card. The effect of this display was excellent.

Short Lengths for the Ad-Man

Long White Gloves Notably Reduced, \$4.75 Pair.—Made in France, the birthplace of the finer quality kid gloves, these lovely elbow length gloves are worthy of the admiration they have received. They offer a tempting opportunity to buy several pairs of gloves at a price-saving that cannot be overlooked. White glace kid, delightfully soft in texture, is the material. The workmanship is impeccable.

Gloves.—Real kid pull-on gloves with a strap at the wrist and heavy crocheted back. Nothing could be more severely correct with the Tailleur or in better taste with the dressy wrap. In tan, gray, brown, or in champagne and white, \$3.69.

Women's 16-Button White Silk Gloves, \$1.35.—Seconds of a well-known and advertised brand. The imperfections are scarcely noticeable and every pair will give excellent wear. Choose from sizes 5½ to 8. Double finger tips and fancy stitched backs make them very desirable at \$1.35 pair.

Spring Furs.—There is a certain smartness about furs which fashion is reluctant to part with as warm weather approaches. Therefore small fur scarfs are a feature of the new spring costume. Silky fox scarfs in the new spring shades of brown and taupe are particularly desirable. \$27.75.

Delectable Neckwear.—Because of the soft and gracious lines, and especially because of the blue, white and red embroidery, this white net guimpe is identified as being unmistakably French. We are showing a profusion of net and organdie collars and guimpes—exquisitely designed and deftly embroidered. \$7.94 to \$11.89.

Silk Stockings, Variety of Colors, \$3.05 Pair.—In this season, when color is such an important feature of the costume, the well-dressed woman must have stockings to match her frock. And as silks and wools are displaying an astonishing variety and newness of color, there is apt to be some difficulty in finding just the right shade in stockings. We are



CLOTHING DISPLAY BY M. WOLFSON FOR BAER BROS. & BRODIE, CHICAGO.

This display was put in to advertise pencil stripe suits at \$50.00. The panels of the background were painted grey with pencil stripes and the show card was also lined with pencil stripes. The big pencil cut-out was finished in natural colors and the name "Baer Bros. & Prodie Pencil Stripes," was lettered on the side just as the usual pencil is stamped with the name of the maker. Pencils in groups of two, three and four were placed in various likely positions about the merchandise.

heel and featuring the newest Spring colors in great variety. Greys, blues, tans, browns, greens, bronze, silver-gold.

Spring Shoes, a Temptingly Low Price, \$9.75.—In the Spring the correctly dressed woman looks to her shoes first of all. For she knows that without the right footwear the effect of even the smartest costume is lost. She will be delighted with the new shoes for Spring wear now on display in our Shoe Department, shoes in which comfort and style are combined to an unusual degree. Walking oxfords of gun-metal or tan calfskin are a necessary part of her wardrobe. They are built over trimly fitting lasts, and well made. Patent leather pumps are extremely smart with their medium round toe and Baby Louis heel.

Women's Thread Silk Hosiery, Special at 85c Pair.—There is a limited quantity of this silk Hosiery in black and cordovan. It has the reinforced lisle garter tops, heels and toes, and comes in light weight silk, attractive at this time. This Hose is semi-fashioned.

Boys' All Wool Suits, Special at \$7.50.—In considering this special value do not lose sight of the fact that these Suits are made of strictly ALL WOOL FABRICS which is one of the most important points to weigh in the buying of

a boy's Suit. And quite as important TO US is the manner in which these Suits are made. You will find that they have been made by tailormen experienced and skilled in the making of boys' clothing. They look smart and retain their pleasing lines under the most trying conditions. All are full lined and reinforced at all points of extra wear and tear. All sizes from 7 to 16 years.

New Scotch Tweeds, Characteristic of Our Displays of Suits for Spring.—Personally chosen from an old Scotch mill by our own representative, these fine Tweeds offer a quality of fabric seldom obtainable in Clothes ready-to-wear. Tailored according to Marshall Field & Company requirements, the most exacting known in the Clothing industry, gives further assurance of the character and distinction of these Clothes. For Men and Young Men.

Boys' Smart New Suits, \$13.75.—Two pairs of knickerbockers with each of these splendid suits increases their value. Carefully tailored of excellent all-wool fabrics in the newest patterns to be worn this Spring. All are lined with mohair. The limited quantity, just 300, makes advisable early choice. Size 8 to 18 years, \$13.75 each.

Suits at \$25 to \$50.—Styles, qualities, prices that people



BEACH SCENE BY FRED L. BAKER FOR RORABAUGH-BROWN, OKLAHOMA CITY, OKLA.

This window was laid out to represent a bathing beach as nearly as possible and all of the details were arranged as naturally as could be done in a show window. The background was a scenic painting and at one end was a structure built to represent a bath house. Sand was used to cover the floor and the four figures in bathing suits were posed naturally.

want. These immense special lines afford choice of young men's novel sport suits in great variety, as well as men's conservative models. The all-wool fabrics are mostly herring-bone weaves, pencil stripes, pin checks and fancy mixtures in tan, brown, blue and gray colorings, which are the season's vogue—at \$25, \$30, \$35, \$40, \$45, \$50.

Stetsons Are Always Stylish.—Stetson styles may change but they're always in style. Once they were big, broad brimmed western hats; now they're small with well curled brims. Contrast tan is the new color, \$9.

New Manhattans.—You can't get a finer shirt than a Manhattan; that's impossible; we don't think you can get any as good. And the nice part is, they cost no more than ordinary shirts. Woven Madras ones at \$3.50.

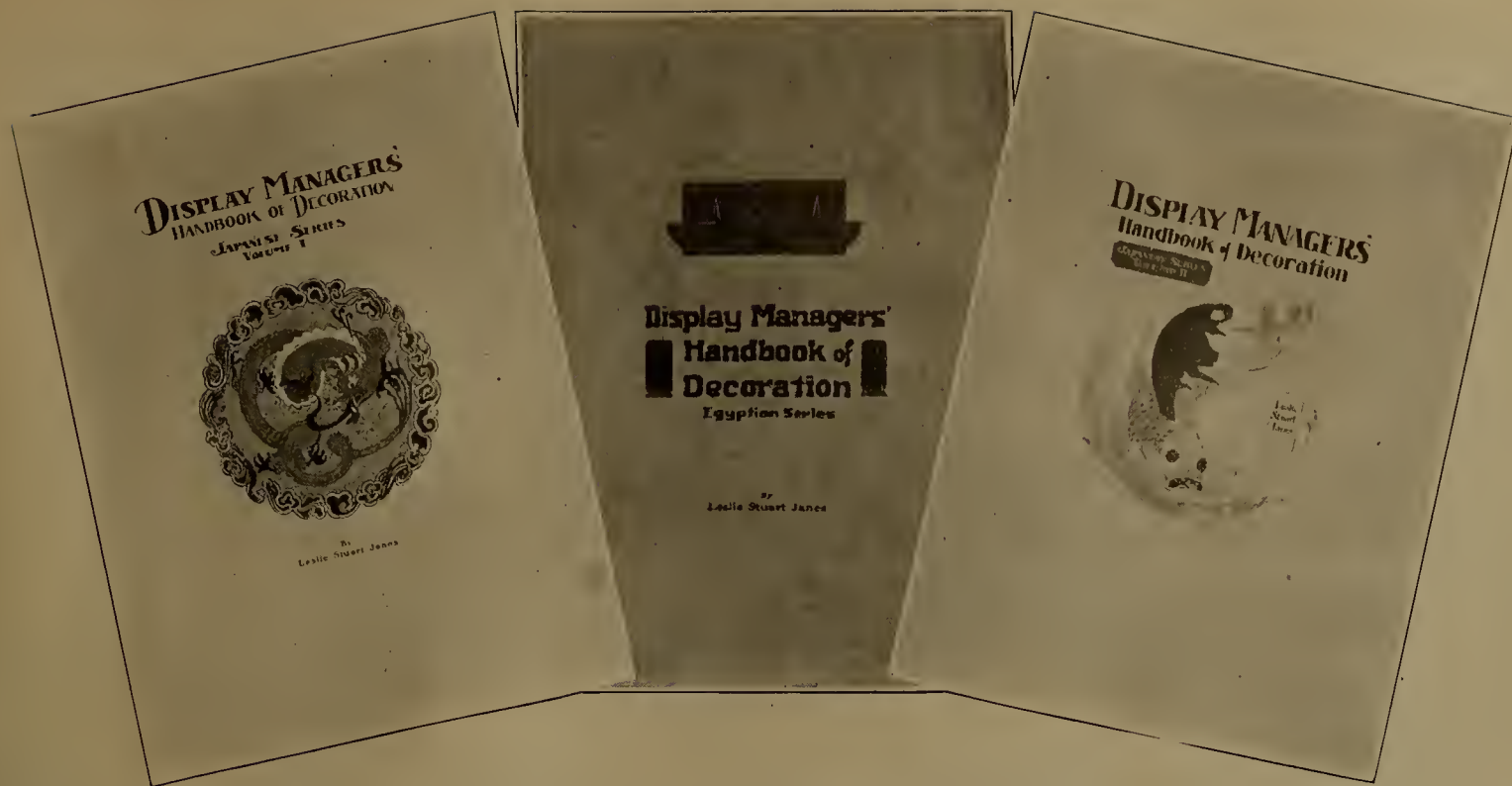
Boys' Samson Suits, Extra Knickers, \$22.—The tailoring, workmanship, fabrics and models are remarkable for garments priced so low—possible only through the specialized attention we have given to their production. Our selection of suits is comprehensive enough to fulfill any desire. Sizes 7 to 18.

"Onyx" Silk Hose.—One dollar before the war, one dollar now; that ought to sound pretty good. Full fashioned—

that makes them fit perfectly; and they're here in all good colors, \$1.

Thousands of Pairs Women's Shoes, Values to \$10 at \$4.48.—Buy your winter shoes tomorrow at this low price. Several thousand pairs of women's quality shoes at great savings. Shoes for walking wear, dress wear and comfort wear. Every wanted style. The leathers are brown calf and kid skin for walking and dress wear, black kid and calf skin walking shoes. Patent, gray, brown and black kid dress boots, welt and hand turned soles. An excellent range of sizes and widths. No mail or phone orders; no credits or refunds. Choose from these value to \$10, at \$4.48.

Boys' Shoes at Big Savings, Values to \$6 at \$2.98.—Hundreds of pairs of boys' shoes that were priced regularly up to \$6, shoes for dress and every day wear. Included are Wearproof shoes, American Boy shoes and Nunn & Bush boys' shoes. Lace, Blucher and button styles are in the assortment; blacks, tans and browns; also boys' army last shoes. A good range of sizes from 10 to 5½. Tomorrow you may choose from the most popular shoes for boys; values to \$6, at \$2.98.



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OFFICIAL ORGAN

International Association of Display Men
Kansas Association of Display Men

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June, 1921

Are You a Member?

EVERY display man in the United States and Canada should be a member of the International Association of Display Men if he is eligible to that organization. The cost of membership is a trifling matter that is not worth considering—the benefits are important and real. Years ago when the association was struggling along with a limited membership, some display men declined to become members because the I. A. D. M. could not show a big roster of leading display men. Even that poor excuse no longer stands as the membership today includes the names of practically all of the biggest men in the profession. No man can justly classify himself as being "too big" to take pride in membership in the I. A. D. M.

In years gone by, some men who "pooh poohed" the association contended that the I. A. D. M. could

not help them in any way and was therefore unworthy of support. This misguided contention also has been smashed to smithereens for the association through its many locals is demonstrating every day that co-operation and teamwork is a powerful factor in gaining for the display man the recognition not only of the merchant but that of the community at large.

During the past four or five years the I. A. D. M. has done for the display man more than he was ever able to do for himself unaided, in the entire history of window display. During the next few years the usefulness of the I. A. D. M. will be multiplied. The association offers real benefits to every display man as an individual and to the whole craft collectively. No display man can afford to ignore this body of sincere fellow craftsmen who are working for the benefit of the whole profession.

If you are not a member—now is the time to join.

Fares to St. Paul

PRESIDENT Wendell calls attention elsewhere in this issue to the fact that, in order to get the benefit of the reduced fare to and from St. Paul, one must be a member of the I. A. D. M. This is one of the stipulations of the passenger associations and if you are not a member, you should take action at once as the saving in fare will, in most cases, amount to several times the cost of membership. If you are not a member, make application at once to C. F. Wendell, in care of the J. L. Hudson Co., Detroit, Mich.

Important

A CARD of membership in the I. A. D. M. is necessary to secure the one and one-half fare for the round trip to St. Paul. If you are not a member, get busy immediately and send your application to Chas. L. Wendel, care the J. L. Hudson Co., Detroit, Mich.

And do not forget to get a certificate from your local agent when you purchase your ticket to St. Paul. This certificate will be necessary to secure the half fare rate when you return home.

SOME merchants refuse to advertise when business is slack—they say they can't afford it. If there is any virtue at all in advertising, it is needed most when business is needed most. To stop advertising because business is poor is like a man throwing away his club when starting into a rough and tumble scrap.

CHARLES A. KELLY, who for a number of years, was display manager for Bert Baer's clothing store in Sebring, Ohio, has resigned that position to open a men's furnishing store of his own. Mr. Kelly has moved into a new building and has a first class store with modern equipment. His long and practical experience as a display man should be a big help to him in his new enterprise.

Our Roll of Honor

DURING each month a large number of photographs and drawings showing window displays, etc., are received by the editor. Many of these are above the average in artistic arrangement and original ideas.

Below is a list of such contributions received since the last announcement and up to the time of going to press, that in our judgment, possess merit and are worthy of being reproduced in our columns. Some of them will be found in this number, others being strictly seasonal, will if space permits appear in the future issues at a time when the ideas expressed therein may be utilized by display managers: petition. Awards for 1921 have been made as follows:

Thomas J. Brown, O'Neill Company, Baltimore, Md.
Harold Ashford Down, Selfridge & Co., London, England.
G. H. Bauer, The Kaufman Store Co., Springfield, Ohio.
H. A. Nance, Johnson & McKennie, South Haven, Mich.
Aage Schiodt, W. Lewis & Co., Champaign, Ill.
Samuel Goldstein, People's Dept. Store, Burlington, Vt.
M. Clark, Hall of Commerce, So. Melbourne, Victoria, Australia.
Hugh S. Smith, John Borsch Co., Burlington, Iowa.
Harry A. Hurni, Hershfield Bros., Kalamazoo, Mich.
Anthony Ficeto, Waterbury D. G. Co., Waterbury, Conn.
M. Wolfson, Baer Bros. & Prodie, Chicago.
Geo. W. Johnson, Fantle Bros.—Danforth Co., Sioux Falls, S. D.
Harold W. Hafenbrack, Nopper & Salm, Toledo, Ohio.
Matt Markusich, Saul Wolfson D. G. Co., San Antonio, Tex.
J. J. Ambrose, La Mode, Dallas, Tex.
W. Bartikoski, Silberstein & Bondy, Duluth, Minn.
A. L. Meadows, Washer Bros., Fort Worth, Tex.
Melvin S. Roos, J. H. Anderson Co., Hopkinsville, Ky.
Bert A. Smyser, Stone-Fisher Co., Tacoma, Wash.
H. L. Kramer, C. K. Whitner & Co., Reading, Pa.
Clyde D. Ayres, The Fashion, Columbus, Ohio.
A. W. Cunningham, Rorabaugh-Wiley D. G. Co., Hutchinson, Kans.
A. S. Marash, Timothy Smith Co., Boston, Mass.
E. Lemieux, Goodwin's, Limited, Montreal, Canada.
Fred Ashfield, Bryson Graham, Ltd., Ottawa, Ont.
Wade Hampton, I. Magnin & Co., San Francisco, Cal.
R. L. Whitmore, J. A. Mahoney, Inc., Deming, N. M.
Julius P. Ochs, Winnig Bros., Leavenworth, Kans.
Leonard R. Brunswick, Lightbody-Wingate Co., Superior, Wis.
Henry Sherrod, Stewart D. G. Co., Louisville, Ky.
G. H. Bauer, Kaufman's, Springfield, Ohio.



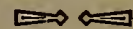
IT is reported that during the past year Marshall Field & Company of Chicago used 1,700 pages of newspaper advertising and did the greatest business in the history of the store. At this time there is a greater need of advertising than there was last year—there is also a greater need of good window display. In the battle for business that is before us, the goods that are the best advertised and displayed will be the soonest sold.

Our Monthly Contest

MERCHANTS RECORD AND SHOW WINDOW awards a beautifully engrossed Diploma of Award each month for the best photographs submitted. Any display man is eligible to enter photographs in this competition. Awards for 1920 have been made as follows:

Ellsworth H. Bates, Bloomington, Ill.
Joseph J. O'Brien, Cleveland, Ohio
Wm. Wade Hampton, San Francisco, Cal.
Howard E. Bartlett, St. Paul, Minn.
Aage Schiodt, Champaign, Ill.

Note: It should be understood that prize winning pictures are not published the same month in which the prize is awarded. This would be impracticable, owing to the fact that the displays would seldom be seasonable. For example, the prize winning photograph for December would probably be of some holiday display, as practically all of the photographs received during December are of that class. The winner would be announced in the January issue. This would be too late to print a holiday display, as the ideas contained in it could not be made use of for nearly a year. We therefore hold prize winning pictures until they are seasonable.



Our Service Department

Please send us catalogs and any information you may have covering the subjects checked on the following list:

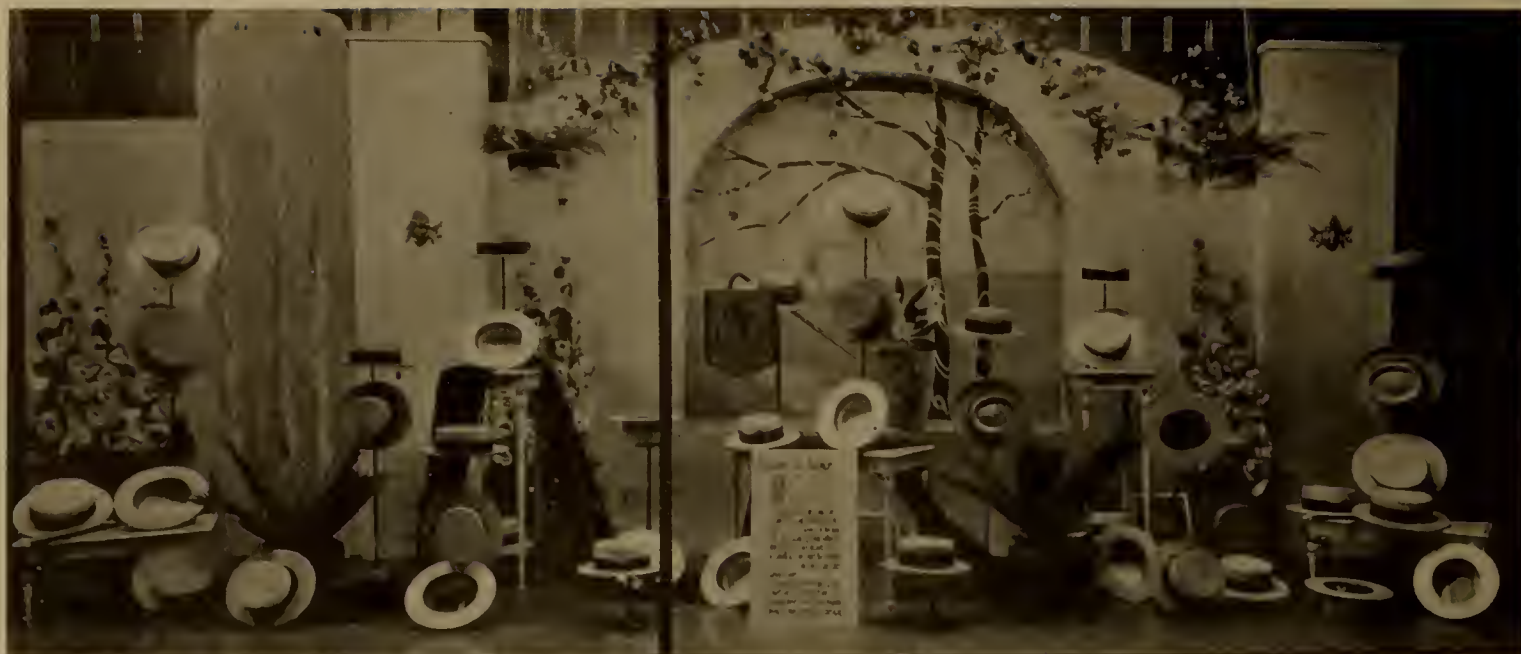
- | | |
|---|--|
| <input type="checkbox"/> Air Brushes. | <input type="checkbox"/> Paper, Decorative. |
| <input type="checkbox"/> Artificial Flowers. | <input type="checkbox"/> Papier Mache Decorations. |
| <input type="checkbox"/> Backgrounds, Hardwood. | <input type="checkbox"/> Revolving Display Tables. |
| <input type="checkbox"/> Backgrounds, Ornamental. | <input type="checkbox"/> Rugs and Curtain Racks. |
| <input type="checkbox"/> Bronze Window Signs. | <input type="checkbox"/> Schools and Instruction. |
| <input type="checkbox"/> Cash Carriers. | <input type="checkbox"/> Shelving for Stores. |
| <input type="checkbox"/> Cash Registers. | <input type="checkbox"/> Show Card Supplies. |
| <input type="checkbox"/> Color Matching Lamps. | <input type="checkbox"/> Card and Mat-Boards. |
| <input type="checkbox"/> Display Fixtures, General. | <input type="checkbox"/> Show Cases. |
| <input type="checkbox"/> Display Fixtures, Wood. | <input type="checkbox"/> Soda Fountains. |
| <input type="checkbox"/> Display Fixtures, Glass. | <input type="checkbox"/> Special Sale Signs. |
| <input type="checkbox"/> Electric Signs. | <input type="checkbox"/> Store Designing. |
| <input type="checkbox"/> Elevators. | <input type="checkbox"/> Store Fronts. |
| <input type="checkbox"/> Floors (Hardwood) for Windows. | <input type="checkbox"/> Store Seating. |
| <input type="checkbox"/> Ladders, Rolling. | <input type="checkbox"/> Time Switches. |
| <input type="checkbox"/> Lighting Fixtures, Store. | <input type="checkbox"/> Valances. |
| <input type="checkbox"/> Lighting Fixtures, Window. | <input type="checkbox"/> Wax Figures. |
| | <input type="checkbox"/> Wood Carvings. |
| | <input type="checkbox"/> Wax Figure Repairs. |
| | <input type="checkbox"/> Wood Display Fixtures. |

Write in names of subjects not listed.....

.....

 We expect to build (.....) Remodel (.....)
 Name
 Address

Cut out and mail to Service Department, Merchants Record Co., 5707 W. Lake St., Chicago.



HAT DISPLAY BY B. C. PHENIX FOR CROOK RECORD CO., PARIS, TEX.

Free Employment Service

THE following lists are published with a view of offering a new *Employment Service* to merchants and display men, who are requested to avail themselves of the benefits of this service which is to be maintained by MERCHANTS RECORD AND SHOW WINDOW in collaboration with the *International Association of Display Men*.

POSITIONS WANTED

—All 'round display man and card writer open for position with good department or ready-to-wear store. Six years' experience. Can furnish best of references and samples of show card work. Can do all kinds of illustrating and scenic work. Will take \$50 per week to start. Address J-107, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Experienced display man of original ideas and steady habits. Late of Auckland, New Zealand, and formerly of Hamilton, Ontario, wishes situation in department store or women's ready-to-wear store. A willing and intelligent worker. Salary can be arranged. Address J-108, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man who has made good with exceptionally high class, progressive stores is open for position with department store or specialty shop. Can furnish the best of references as to capability and habits. Will accept \$75.00 per week. Address J-109, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—First class, experienced display man and card writer now with best men's clothing firm in western Canada, desires to connect only with up-to-date departmental store in United States—west preferred. Can furnish good references, pictures of window displays, show cards, backgrounds and cut-out figure work. Capable of taking charge of windows and cards for medium sized department store. Would consider position under first class display man with larger firm. Have department store experience. Address J-110, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Capable display man, 42 years of age and married, open for permanent position preferably in New York state. Can do first class window and card work and will send samples of either or both. Excellent recommendations from firm doing million dollar business. Would accept position at \$60.00 or \$65.00 per week and prefer contract. Address J-111, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

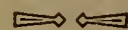
—A display man who has been with a large, high class and progressive department store for twenty years wishes to make a change. Started as fixture boy and has been display manager for seventeen years. Practical, all 'round store experience, including full knowledge of merchandise in all departments. Has won numerous prizes in national and international contests. Best of references as to character and ability can be furnished. Wish to make connection with good store that appreciates really good window displays. Address J-112, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—A competent display man wishes to make a connection with a good sized, modern store in any line that wants original, high class window displays. Twenty years experience and capable of handling merchandise of all kinds in high grade displays. Address J-113, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

—Display man and card writer of acknowledged ability would like to connect with high grade department store. Prefer New York, Pennsylvania, or Ohio. Married, 42 years of age. High class reference; \$60.00 to \$65.00 per week. Address J-114, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.

POSITIONS OPEN

—We are in need of a competent display man and card writer and, if possible, one who can also attend to writing of advertisements. Willing to pay around \$2,000.00 a year for first class man. Address E. J. 108, care MERCHANTS RECORD AND SHOW WINDOW, 5707 West Lake St., Chicago.



—Gustave Krause, who was display manager for Herzfeld's, Kansas City, Mo., has left that position to go into business for himself. He is now connected with the Lanham Store Service Co., of Kansas City, as a partner in the firm.



A MESSAGE FROM THE PRESIDENT OF THE KOESTER SCHOOL

To those young men who are ambitious to succeed in the Retail Field there never was a better opportunity.

Business conditions have changed very materially in the last year and now merchants must go after business very aggressively.

This calls for expert work in the Show Windows and in the Stores Advertising.

The Display Man and Advertising Man that has fallen into a rut the last few years of easy selling, will find it to his advantage to take a few weeks' intensive study at The Koester School.

The untrained Display Man and Advertising man will find Koester School training an absolute necessity if he is to serve the store now in a way to increase its business and also increase his own salary.

Our large beautifully illustrated School Year Book explaining in full the courses at the school will be sent Free.

The Koester School

GEO. J. COWAN, President

314 S. Franklin St.

Chicago



International Association

— of —

Display Men

First Vice-President

EDW. K. LUMMUS, Holidg's
Boston, Mass.

Second Vice President

KARL M. AMDAHL, The Palace,
Spokane, Wash.

Third Vice President

G. R. MACGREGOR, Hudson Bay
Co., Winnipeg, Canada.

Treasurer

L. A. ROGERS, John D. Mabley,
Detroit, Mich.

President—CHARLES F. WENDEL, The J. L. Hudson Co.,
Detroit, Michigan.
Secretary—T. GUY DUEY, Wurzburg's D. G. Co., Grand Rapids,
Michigan.

*An Educational
and Business Organization*

Executive Committee

RICHARD MYERS, The Emporium,
St. Paul, Minn., Chairman.

Program Committee

B. F. MILLWARD, Mannheimer
Bros., St. Paul, Minn., Chair-
man.

Publicity Committee

TOM BIRD, 5707 W. Lake St.,
Chicago, Ill.

Speakers Bureau

C. J. POTTER, 231 W. 39th St.,
New York, N. Y., Chairman.

Membership Committee

CARL GOETTMAN, Joseph Horn
Co., Pittsburgh, Pa., Chairman.

Important!

To receive the benefit of the special low rate offered by the railroads, it is necessary for you to show your card of membership in the International Association of Display Men. This is a requirement that is strictly insisted upon by the various passenger associations. If you are not a member, get in line at once.

Charles L. Wendel

President I. A. D. M.



It Takes a Perfect 1921 Display Form to Show 1921 Bathing Suits Effectively



Note
Full Length
Enamel
Wood Legs



Note the
Correct
Waist Line,
Narrow
Shoulders
and Hips

Three of the Season's Favored Styles on the Latest Display Form No. 67 W/B/G/D

Boost *now* for the greatest I. A. D. M. Convention ever. On to St. Paul with the new and clever in ideas. The date—July 11, 12, 13, 14.

Our display will be bigger, brighter and better than ever.

We shall have full representation to serve you.

J. R. PALMENBERG'S SONS, Inc.

63-65 West 36th St., New York

BOSTON
26 Kingston St.

CHICAGO
204 W. Jackson Blvd.

BALTIMORE
108 W. Baltimore St.

The Program

THE program for the St. Paul Convention of the I. A. D. M. is now practically complete and it shows an exceptionally interesting and instructive list of lectures and demonstrations covering practically every phase of show window display and the handling of all kinds of merchandise generally carried by the modern department store. In this list will be found a list of nationally known display men. There will also be found merchants and specialists of renown who will help to make the program highly comprehensive in its scope and of great educational value to all who are interested in window display. There are several features of this program that are still pending and therefore cannot be announced with certainty. The prospective visitor to the convention may be assured, however, that a number of well known display men, whose names cannot be announced at this time, will appear before the meeting in notable demonstrations. The following is the program so far as it has been completed:

MONDAY, JULY 11TH—FORENOON

10:00 A.M.—Call to order—President Charles F. Wendel, Detroit, Mich.

Invocation.

Song—The Star Spangled Banner. Led by The Golden Rule double quartette. (Demonstration surprise.)

Song—St. Paul's Welcome to You. The Golden Rule Double Quartette.

Address of Welcome—Hon. L. C. Hodgson, Mayor of St. Paul.

Response—E. J. Berg, Display Manager, Burgess-Nash Co., Omaha, Nebraska.

Selections—The Kiltie Band, L. S. Donaldson Co., Minneapolis.

Talk—J. L. Cameron, Display Manager, Harris Emery Co., Des Moines, Iowa.

Appointment of Committees and Judges.

On Monday, the ladies will be entertained at Capitol Theater, the most beautiful movie house in the country at 2:30 p. m. and are invited to attend the evening session at the Auditorium at 8 p. m.

AFTERNOON

2:00 P.M.—Address—Dan E. Weigle, Secretary, St. Paul Association of Public and Business Affairs. Subject: The Signs of the Times.

2:20 P.M.—Practical Window Demonstrations. Window No. 1, Window No. 2, Window No. 3.

3:00 P.M.—Norman B. Hickox, National X-Ray Reflector Co., Chicago, Show Window Lighting. (Illustrated with stereopticon).

3:20 P.M.—Ellsworth H. Bates, Display Manager, C. W. Klemm, Inc., Blooming, Ill. Background treatments (with stereopticon).

3:45 P.M.—Practical Window Demonstrations.

Window No. 1—Geo. W. Foster, Browning King & Co., St. Louis, Men's Shirts and Neckwear.

Window No. 2—A. L. Meadows, Washer Bros., Fort Worth, Texas, Men's Clothing.

Window No. 3—Frank La Pava, The Dayton Co., Minneapolis, Shoes.

4:30 P.M.—F. A. Peachy, Display Manager, R. H. Williams & Son, Ltd., Regina, Sask. The advancement of window display in the last fifteen years.

5:00 P.M.—Meeting of Executive Committee and nominating of officers.

EVENING

8:00 P.M.—Selection—Orchestra.

8:10 P.M.—A. J. McFaul, Advertising Manager, St. Paul Dispatch & Pioneer Press, Co-operating with the advertising department.

8:30 P.M.—Demonstration—E. Dudley Pierce, Rochester, N. Y. How Toys Should Be Displayed, (Illustrated with stereopticon).

9:00 P.M.—Mr. Owen, Kawneer Co., Niles, Mich., Show Window Design.

9:20 P.M.—Practical Window Demonstrations.

Window No. 1, William H. Teal, Display Manager, La Salle & Koch Co., Toledo, Ohio, Form Draping.

Window No. 2, J. E. Hopkins, Display Manager, Geo. A. Gray & Co., Duluth, Minn., Ladies Neckwear.

Window No. 3, A. N. Olson, Dayton Co., Minneapolis, Draping.

10:00 P.M.—Homer H. Seay, Charleston, West Virginia, Show Window Service.

TUESDAY, JULY 12TH—FORENOON

9:00 A.M.—A "get-together" breakfast for the ladies at the St. Paul Hotel.

9:30 A.M.—Selections—The Kilties' Band, L. S. Donaldson Co., Minneapolis.

9:45 A.M.—Address—A. L. Powell, Edison Lamp Works, Harrison, N. J. The elimination of reflections in display windows.

10:10 A.M.—J. Duncan Williams, Chicago. Practical window demonstration. Men's wear and women's lingerie.

"SELLING DISPLAY SERVICE"

(a) Some pointed remarks about the past, present and future of window display.

(b) The need of better pay and how to get it—better service and how to give it.

(c) THE INDEPENDENT SERVICE—how to launch and operate it successfully—the keynote of the IDEA.

(d) The importance of good cards—what makes a card good—

(e) Getting the advertising and selling force in the display—making the windows WORK!

11:00 A.M.—Louis F. Weisgerber, Display Manager, Lord & Taylor, New York.

11:20 A.M.—Answers to the question box with open forum discussion.

11:40 A.M.—Official photograph of the convention will be taken in Rice Park.

AFTERNOON

2:00 P.M.—Address—J. H. Todd, The Golden Rule, The Display Man's Work—Is it ever finished?

2:00 P.M.—Auto ride for the ladies through the park system, back to Auditorium and 4:30 P. M. to accompany the Association Members to Minneapolis.

2:20 P.M.—Jerome A. Koeber, Display Manager, Strawbridge & Clothier, Philadelphia, Penna. The importance of draping and how it originated.

2:40 P.M.—Competitive demonstrations—Silk Draping on Forms, for Mallinsen's cups using silks from Mallinsen's, New York.

3:30 P.M.—Address—Mr. Walter Mayo, General Manager, Mannheimer Bros., St. Paul, The Purpose and objects of the I. A. D. M., with comparative window displays.



Look 'em Over C a r e f u l l y

WHEN you get to the Convention in St. Paul you will have a chance to inspect and compare every line of flowers and window decorations made in the world—they'll all be there.

Examine them critically—look at the workmanship, materials and style—then consider the prices.

When you have compared all of them to your entire satisfaction, we will ask you to let us have your order as soon as possible so we can get busy on your fall decorations.

If you can't attend the convention send for our new catalog—it is printed in full color and loaded with new ideas.



4:10 P.M.—Geo. H. Nettleton—State Fire Marshall, State of Minnesota, The Show Window and the Fire Hazard.

4:30 P.M.—By auto to Minneapolis. Box lunch and entertainment at Lake Harriet.

WEDNESDAY, JULY 13TH—FORENOON

9:30 A.M.—Selections.

9:45 A.M.—Brief talks proposing cities for the 1922 conventions and nominating officers from the floor.

10:10 A.M.—Competitive demonstrations—Men's Clothing for the Fashion Park Cups, using clothing from Fashion Park, Rochester, New York.

11:00 A.M.—G. R. MacGregor, Display Manager, Montreal, Canada, Value of Co-Operation.

11:20 A.M.—Answers to the question box open forum and three-minute talks by display men.

Voting for officers and Convention City for the ensuing year by the Australian Ballot system. Polls open in clerk's office from 9:30 A. M. to 4:30 P. M. Results will be announced at banquet.

AFTERNOON

2:00 P.M.—Trip for the ladies to White Bear Lake, the Northwest's most beautiful summer resort—bathing, bowling, boating, etc.

2:00 P.M.—Address—Harold Goodkind, Mannheimer Bros., St. Paul.

2:20 P.M.—Practical Window Demonstration—Window No. 1, R. T. Whitnah, Crosby Bros. Co., Topeka, Kans.

Window No. 2, J. L. Cameron, Harris Emery Co., Des Moines, Iowa.

Window No. 3, Victor Brey, L. S. Donaldson Co., Minneapolis, Underwear.

3:20 P.M.—B. A. Rainwater, St. Louis, Metamer basis of design and show card movies.

4:00 P.M.—Carl Goettman, Display Manager, Joseph Horne & Co., Pittsburgh.

4:20 P.M.—Practical Window Demonstrations—Window No. 1, Lothar F. Dittmar, Rike-Kumler Co., Dayton, Ohio.

Window No. 2, E. L. Albrechton, L. C. Donaldson Co., Minneapolis, Ready-To-Wear.

Window No. 3, Bert Slifer, Owl Drug Company, Chicago, Drug Sundries.

EVENING

Banquet—St. Paul Athletic Club.

THURSDAY, JULY 14TH—FORENOON

The ladies committee will entertain the visiting ladies in any way they may elect.

9:30 A.M.—Selections: The Kiltie Band, L. S. Donaldson Co., Minneapolis.

9:45 A.M.—L. A. Rogers, Display Manager, Detroit, Michigan.

10:10 A.M.—Practical Window Demonstration—New ideas will be shown by well known display men.

11:00 A.M.—Address R. R. Price, University of Minnesota, Personality.

11:20 A.M.—W. L. McCurry, Display Manager, H. Jones & Co., Cincinnati, Ohio. Booth Design.

AFTERNOON

2:00 P.M.—Address.

2:30 P.M.—Practical Window Demonstrations—Showing Approved Methods of Handling Various Kinds of Merchandise, by nationally known display men.

3:00 P.M.—Address—C. J. Potter, Dry Goods Economist, New York, Summing up the 1921 Convention.

3:30 P.M.—Practical Demonstration—Use of Artificial Flowers. By the exhibitors of artificial flowers at convention allowing 12 minutes for each display.

4:15 P.M.—Address—The Future of the I. A. D. M., F. Wendel, J. L. Hudson Co., Detroit, Mich.

5:00 P.M.—Meeting of Officers and Committees for ensuing year.

PROGRAM SUBJECT TO CHANGES



On to St. Paul!

THE reports coming in to us from all over the country show the great interest which display men and others are taking in the coming convention at St. Paul. Every display man in the country who possibly can, should do his utmost to be there at that time and become a part of the greatest convention that I. A. D. M. has ever held.

The program which is published in this issue and the list of Exhibitors show that as an exposition of materials, fixtures, etc., essential in the display man's work, and as an educational meeting, the 1921 Convention will be unsurpassed. As you will note, the program is prolific with great speakers, good demonstrators, practical display men as well as some of the more technical numbers. I am told that the exhibitors will surpass themselves in the St. Paul auditorium the very best features of the display man's needs.

If you have read the periodicals from month to month, you will know that since last May when we, the boys of St. Paul, started in to get the convention for St. Paul, it was with a firm determination to let nothing stand in the way of keeping our promise to make this the biggest and best ever, and, boys, I am sure that we have succeeded. If it were necessary, we could, within two weeks, put on a show that would come up to our expectations, but with the time we have between now and the opening date, and the eagerness with which everybody in St. Paul and Minneapolis is doing his utmost to find new features and new ideas for the convention and the help we are getting from officers and members of the I. A. D. M. throughout the country, the help we are getting from the merchants of St. Paul and Minneapolis and the help we are getting from the exhibitors themselves, will certainly mean that St. Paul will show you a convention the like of which you have never seen before.

Another incentive or inducement for your being here is the reduced fare on the railroads. I do not think this has ever been obtained before, and was given only because the railroads realized the magnitude and educational possibilities of the convention.

As we have stated many times before, the vocational possibilities of the Twin Cities and all of Minnesota are unsurpassed. In another article in this issue, you will find a very elaborate description of the lakes and resorts of Minnesota, and we assure you that you could spend your vacation in no more alluring or pleasurable locality.

Letters from Display men from central points of the country all contain words to the effect that most or all of the boys of this section are coming, so all of you see the "Boss" again and ask him if he has received Charlie Wendel's circular which contains the endorsement of Detroit, merchants for last year, and the invitation and assurance of benefits to be derived from this year's convention from the St. Paul merchants. Tell him that he can't afford to keep you at home.

LET'S GO!

HOWARD E. BARTLETT.

Decorations for Anniversaries



The pictures above show Display Manager W. D. Sneller and some of the decorations he designed for the Silver Anniversary of Wm. Gushard Dry Goods Co., Decatur, Ill.

All of the decorations shown in the photographs above were supplied by us. We are specialists in this class of decorative materials and are prepared to submit special designs for every occasion. We can save you money. Write us today.

See our big display at the St. Paul Convention

J. F. Gasthoff & Co., - - Danville, Illinois

Saint Paul is Ready— Let's Go

AS the time draws near for the 1921 Convention of the International Association of Display Men that will be held here in Saint Paul, July 11th, 12th, 13th, and 14th, I think it well at this time to sum up very briefly some of the things that Saint Paul has done in making good the promise given at Detroit last year, that this year's convention would be bigger and better than any yet held. We appreciate the fact that Detroit last year set a new mark and standard for conventions that was hard to equal let alone to improve upon, but at this time I am pleased to say that the display men of the Twin Cities have plans perfected that will prove to you that we have fulfilled the promise made at that time.

The educational features of our conventions are of more importance than, perhaps, anything else, for I believe, the majority of display men attending our conventions come more for the educational features that are presented. So it has been the endeavor of this committee to make the educational features this year more comprehensive, in that, more lines will be demonstrated than ever before and the talks will be of a nature of particular interest to display men. The demonstrations will be conducted in three properly constructed windows installed on the stage of our Auditorium so that the demonstrator will be the more able to put his work and message over to the many who will be present to gain more knowledge of display work, and the arrangement of fixtures, floral units, and every other accessory that goes into a well finished display window. Here you will have a chance to see a display started and carried through to the finish. These windows will be equipped in the most modern way possible both in regard to background and lighting effects.

The exposition of display accessories that will be shown at this convention will, by far, surpass any previous effort both as to the numbers and quality of merchandise shown. I have had the pleasure of meeting a great number of the exhibitors and it has been surprising to me the thought and attention that they are putting into their exhibits this year. The exhibition space of our Auditorium is unusually large and well adapted for decorative purposes and splendidly lighted. The decorative features of the auditorium Hall will be an inspiration to all display men attending.

Now, as to the entertainment features, I can state that there will be more entertainment for those attending this convention than ever attempted before, and I will state without fear of contradiction that you will not be disappointed in the entertainment and hospitality which the Twin Cities will provide for you. Particular attention will be paid to the ladies and their entertainment while here as our guests, so we hope that a great many ladies will avail themselves of the opportunity to visit Saint Paul, for our Ladies' Committee will certainly see that they are well taken care of while here.

Our hotels are more than adequate and you will find that the prices are reasonable. And just at this time let me remind you, again, to make your reservations at once. The many advantages that Minnesota has to offer as a Convention state are too well known to need any description here.

Rates of one fare and a half on the certificate plan have been secured from every passenger association with the exception of the New England Passenger Association. One transcontinental passenger association has already put in their summer excursion rates which will mean that a display man living in that territory can make the round trip for a fare and a third.

And, now, I ask you again to see the boss at once and talk it over with him and I believe that if you put this

matter up to him in the right light he will do his share in sending you to this convention, then, see your local ticket agent in regard to the special rates and come to Saint Paul for Saint Paul has certainly done her share, now it is up to you to do yours, for after all no matter what a convention committee can do in planning the details of a convention it is the numbers attending that makes a convention successful.

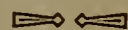
It has been highly gratifying to me in traveling around the country to see the interest that is being taken by display men, particularly in the East. If each and every display man will take a personal interest and come to Saint Paul then we will have the opportunity of discussing subjects that are of vital importance to this organization and to you individually as display men for there has never been a time when serious thought and action on the part of the display men as a body is so essential as at present. This organization is on the eve of greater achievements and of much greater importance if we will only grasp the opportunity. Let us not move along the lines of least resistance but let us push forward and make the International Association of Display Men a greater power for good and, also, better window displays. Do your share in making it so.

Saint Paul bids you welcome with the knowledge that everything has been done to make this convention mean more to you personally and to the future greatness of the International Association of Display Men.

LET'S GO!

B. J. Millward.

Chairman Convention Committee.



Take Your Vacation in Minnesota

IN PREVIOUS articles we have said a great deal about Minnesota as a vacation spot available to those attending the I. A. D. M. Convention in July. Mr. Ivan A. Coppe, who knows all about the Ten Thousand Lakes of Minnesota, has written the following article which extols in brief some of the beauties of nature in Minnesota.

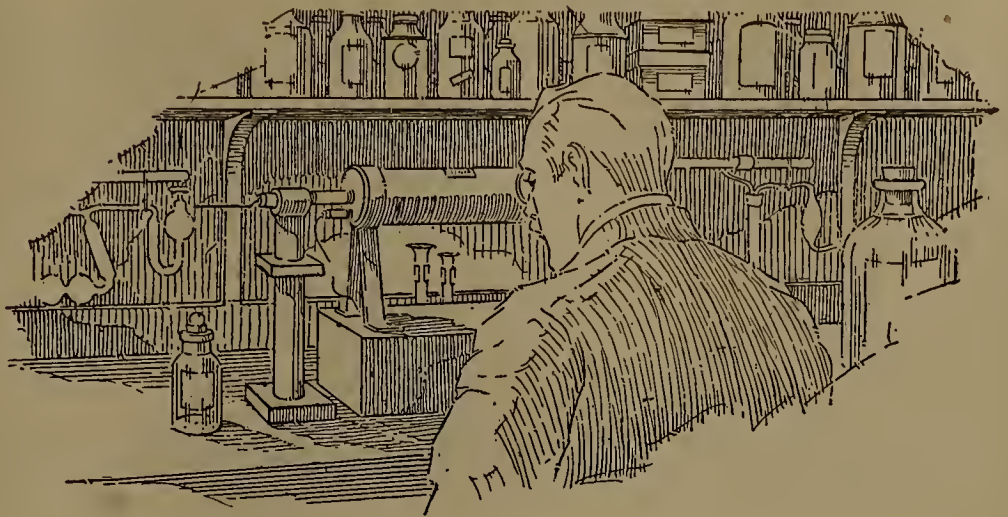
Until recent years there was something vague and indefinite about that popular designation, "Somewhere up North," so far as most persons were concerned. Throughout the Middle West, where folks had not quite learned the real value and urgent necessity of well organized play, it was quite generally understood that "somewhere" to the North in fact, somewhere this side of the Canadian boundary—there was a land of virgin forests, of fish-stocked lakes and unfrequented, silvery canoe trails. It was understood to be a veritable paradise from a recreational viewpoint, but comparatively few persons actually found time to investigate and determine just where.

Today, hundreds of thousands of "Mid-Westerners," thousands of "Easterners" and "Southerners" no longer refer uncertainly to the recreational paradise that exists "Somewhere up North," but they can place before your eyes a map of Minnesota and with pride and assurance point to a specific blue dot that represents "the finest little lake in the world." They are folks who have "been there," and the blue dot to which they point may be any one of ten thousand, depending entirely on the individual and the specific lake or locality to which he has become attached.

Ten thousand lakes, comprising five thousand and six hundred square miles of water, exclusive of Lake Superior—a greater water area than any other State in the Union. Ten thousand lakes, intricately laced by even a greater number of rivers and streams. And all these waters teeming with gamey fish, inviting the angler, the camper, the canoeist.

No. 314

Relief Stub is made of a non-corrosive metal that gives a smooth running line and is practically indestructible in service.



Science can Produce no Better Pen

IN no one public need can a greater difference be found than in people's writing. It has been Esterbrook's privilege during sixty-odd years of pen building to foresee those needs and meet them.

So among these twelve most popular pens in the world you will find the one just suited to *your* needs. At your dealer's a full line is conveniently displayed. Choose from the case, order by number and buy by the box—it is red.

The Esterbrook Pen Manufacturing Co.
90-100 Delaware Avenue, Camden, N. J.

The Brown Bros., Ltd., Toronto-Canadian Agents

Esterbrook PENS

No other locality offers such a diversity in fresh water fishes, and they are to be found in abundance. The lakes and streams, both large and small, teem with black bass, wall-eyed and Northern pike, pickerel, sunfish and crappies, the fighting muscullonge, lake and brook trout, and other species of game fins.

There is a kind of vacation—an outing—for every man and woman in Minnesota. Electing seclusion, one may travel through great virgin forests where the bite of the woodman's ax never has echoed, or, on the other hand, one may "put up" at a first class hotel in St. Paul and fish a different lake or stream every day through a summer. Thirty minutes by train or automobile from the heart of St. Paul, and you find yourself on the shore of a lake that is not "fished out" by a long shot. Forty-five minutes from the City Hall, and you are on the finest small mouth bass water in America. Railways, improved highways and waterways radiating in every direction afford an unparalleled recreational territory for one who chooses to spend every night in St. Paul.

On Cherokee Heights, overlooking the Mississippi and Minnesota River valleys, the City of St. Paul has established a municipal camping site for visiting motorists. It is within a few minutes "run" of the heart of the city. The St. Paul Association of Civic & Business Affairs, various other civic organizations, the hotels and other institutions always on the alert to be of helpfulness to the stranger within the city's gates, and the vacation-seeker is well cared for.

Serving as the gateway to Minnesota's vacation region, St. Paul is adequately prepared to equip the outdoor man and his family with everything that will add to the comfort and pleasure of a successful outing, and its sporting goods shops are among the finest and most completely equipped in America. Up-to-the-minute information always is available on all subjects concerning the outdoor man, and ranging from the present state of the water in Uncle Judd's trout brook at Stony Hollow to the latest "dope on what bait the black bass are taking in Pancake lake.

There are so many ways of spending a summer vacation in Minnesota that one is limited only by his own imagination and ability for planning. Excellent hotel accommodations are available at the more popular lake resorts for those who prefer that sort of an outing, while the unbroken, silent wilderness beckons the camper who chooses to pitch his tent in secluded quarters. Equipped with his own car and perhaps a trailer with camping effects, the motorist may tour from one lake or lake region to another, halting or proceeding according to his pleasure. Or he may dispense with all but the car, and visit a score of resort hotels prepared to accommodate strangers.

With ten thousand lakes from which to choose, where to go is no less a problem with the average Minnesotan than it is with the vacation planner outside the state. In a general way, the several lake districts or regions comprise the chain of waterways in the vicinity of the Twin Cities and extending to the North, South and West; the Mille Lacs-Leech Lake district, through Central Minnesota; the noted Lake Park region, farther West; the Bemidji-Bowstring system, the Vermilion-Burntside chain, and the Northern Boundary waters. As a matter of fact, it would be difficult to accurately bound these various regions, for there is an agreeable number of attractive lakes throughout Southern Minnesota, while the Northern part of the state is so generally splattered with 'em that there's no telling to which district each belongs. They're like freckles on the nose of a red-headed boy.

Last Call From Southwest

YOU fellows from the Southwest who are going to the convention next month and want to go with a real live bunch had better get busy and make your reservations on the "TEXAS SPECIAL." You'll have to hurry if you get in on this for the space is going fast. We leave Fort Worth via M. K. & T. "TEXAS SPECIAL" at 4 p. m. Friday, July 8th, arriving in St. Louis Saturday, July 9th at 11:25 a. m. Laying over in St. Louis until 11:35 p. m. Saturday night. We go from St. Louis to Chicago over the C. & E. I., our SPECIAL being connected onto the SPECIAL TRAIN DE LUXE the St. Louis Display Men's Club has arranged for. We arrive in Chicago at 7:40 a. m. Sunday, July 10th and lay over there all day, leaving at 5:30 p. m. Sunday via the C. & N. W. arriving in St. Paul at 7:25 a. m. Monday. The St. Louis Club will have a committee to meet us on our arrival there and they have arranged an entertainment program for us on our stay there, and boy, believe me, that bunch knows how to entertain too. You don't want to miss this.

Be sure your ticket reads M. K. & T. to St. Louis; C. & E. I. to Chicago; and C. & N. W. to St. Paul. Also be sure to ask for your certificate when you buy your ticket so as to get the benefit of the fare and one half rate. You should also make your hotel reservations at once.

Now listen fellows, SIT DOWN AT YOUR DESK AND WRITE ME TODAY FOR YOUR RESERVATION, DON'T PUT IT OFF UNTIL THE LAST MINUTE FOR IF YOU DO YOU MIGHT GET LEFT OUT AND I KNOW YOU WANT TO GO WITH THE FELLOWS FROM THE SOUTHWEST. ALTOGETHER NOW, SAINT PAUL! SAINT PAUL!! LET'S GO!!!

You fellows in Oklahoma can make your reservations through Mr. O. E. WHEETE, c/o Halliburton-Abbott Co., Tulsa, Okla. if you prefer.

SAINT PAUL! SAINT PAUL!! LET'S GO!!!

A. L. Meadows,
Display Mgr., Washer Brothers,
Fort Worth, Texas.



Suggested Constitutional Changes

THE following changes are suggested to the Constitution and By-Laws of the I. A. D. M. for the betterment of the organization and to fill the needs caused by the growth of same. These changes are to be considered at the St. Paul convention.

No. 1. That the per capita tax of local clubs be changed from \$1.00 to \$2.00 annually.

No. 2. That the fees of the I. A. D. M. be \$5.00, which includes the first year's dues.

No. 3. That the annual dues be \$3.00 per year.

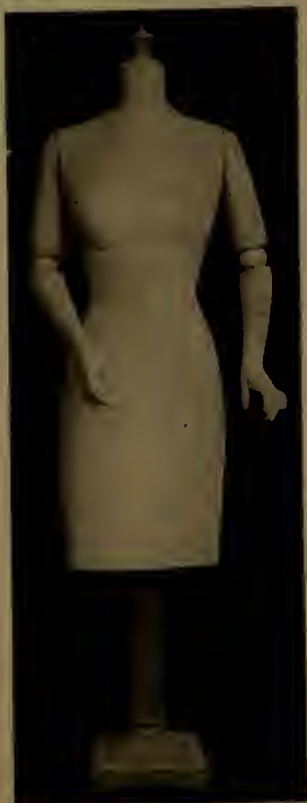
No. 4. That membership list be furnished to manufacturers and dealers free, to be delivered September first, to dealers affiliated with the I. A. D. M. as exhibitors.

No. 5. That the matter of state organizations becoming affiliated with the I. A. D. M. be brought up before the international body for discussion and consideration as to rules governing same, and that charter fee suggested for such organization be \$—.

No. 6. That the secretary be authorized to have new Constitutions and By-laws printed as revised.

No. 7. In the event of secretary being incapacitated thru change of business or illness, or otherwise, the treasurer be appointed to fill such vacancy.

No. 8. That secretary send return postcard notices to men not attending conventions, to keep files checked



This type of form is ideal for summer use. Gives beauty and tone to your garments and saves your wax heads from danger of softening in the hot sun—

A p p e a r a n c e

You have heard it said of a certain woman—"She knows how to wear clothes." The same garment on another woman would not appear nearly so attractive.

This same thing is true of our forms—They know how to show off clothes to the best advantage. Our forms give to your garments the class and distinction that makes them easy to sell.

See Our Exhibit in Booth 17 at the St. Paul Convention

Some interesting items from our varied and complete line of window and store fixtures will be on display and it will pay you to see them.

You are cordially invited to visit our display room on your way to or from the convention. Be sure to see our complete line when in Chicago.

Superior Brass and Fixture Co.
316-318 W. Jackson Blvd., CHICAGO

Our Fall Catalogue

will soon be ready for mailing

It will present an extensive and beautiful selection of Artificial Flowers and Decoratives based on the judgment that display men and merchants desire quality decorations at right prices. It is the evidence of our faith in a policy inaugurated with the establishment of this business, and to which is attributed the unparalleled success which has stabilized the Adler-Jones Co. as leaders in its field. **Send for your Copy.**

The Adler Jones Co.

ARTIFICIAL FLOWERS, DECORATIVE SCREENS, VALANCES,
WICKERWARE

206 SO. WABASH AVE.

Chicago

up and such members properly informed on important matters.

No. 9. To re-establish a chairman in educational committee, to have charge of all educational matter after the close of each convention for the following years, who should have photos prepared in albums in their respective line and furnish all necessary copies to the official organ and other trade papers, he to be allowed \$250.00 for his services and the cost of mounting and binding to be paid by the Association and to have full charge of distribution of same throughout the year.

No. 10. The treasurer's salary to be increased to \$50.00 a year.

No. 11. That the President shall attend or have a representative attend each state meeting, his expenses to be paid by Association.

No. 12. That an appropriation be made to cover expense of secretary establishing headquarters at Convention city one month in advance of each Convention, to take care of arrangements and details of such work.

No. 13. Program Chairman must be bonafide display manager not affiliated with any manufacturer or jobber.

No. 14. Program Chairman to have authority to issue voucher on secretary for necessary expenses, in advance to Conventions, not to exceed \$250.00, note to be issued for same and said cash returned to Secretary by June 1st, said note and voucher to be signed by President.

No. 15. That the Treasurer's bond be increased to \$5,000.00.

No. 16. That an entrance charge or fee be made on registration of all members, same to include good quality badge to be made of metal, the price not to exceed \$3.50 per person, and no person to be allowed in Convention hall without such badge. Guests such as merchants will be vouched for by bona fide member personally knowing merchant or by one of the officers of the I. A. D. M.

No. 17. That charters for clubs that wish to affiliate

with the I. A. D. M. be signed only by the President and the Secretary of I. A. D. M.

This will eliminate the long delays made necessary under the present rules.

No. 18. That the President shall have power to call special meetings of any or all committees, for the best interests of the organization as a whole.



Big Doings in St. Louis

THE fifty display men, calling themselves the St. Louis Display Men's Club, on April 4th, assembled at Mel-scheimer's for what was designated as "PEP" meeting. The affair lived up to the anticipation, for the meeting proved to be one of the pepiest ever held in the city. President K. A. Schrader, of Boyd's, and Secretary W. E. Aufderheide, of Friedman's, presided.

The big discussion of the evening centered around the St. Paul Convention to be held in July. From all indications the St. Louis boys are going to turn out strong, and that the delegation that goes up North will carry with it the usual amount of pep and devilry that grows in St. Louis.

Mr. E. W. Calvin, of Werner & Werner, reported for the transportation committee. He described the beautiful train, which was to run as a special from St. Louis for the convention, over the C. E. & I., and then after praising that railroad to the skies called upon Mr. J. Zeigenfuss, a representative of the road, to verify his statements. Mr. Zeigenfuss went Calvin one better, and lauded the committee as "extremely wise" in selecting the C. E. & I.

Following the dinner there was an educational display from the I. A. D. M., which was greatly enjoyed. Then farewell was bidden to Walter E. Zemitzsch, of Famous & Barr, who now has gone on a Two-months trip to Europe. The gang presented him with a 32 degree Masonic charm. Mr. Zemitzsch responded in accepting the gift by telling the boys how highly he valued their friend-



"FUNFEST" DANCE GIVEN BY THE ST. LOUIS DISPLAY MEN'S CLUB.



PITTSBURGH

THE STANDARD FOR SHOW WINDOWS

REFLECTORS

Your Show Windows Aglow—*not a reflector in view*

IT is the merchandise, not the lights, that you show when you install Pittsburgh Reflectors.

Designed for efficiency, they increase your light from 2 to 4 times; they make your windows and your store stand out far beyond competition.

Your show windows are your most effective salesmen; give them still greater sales power with Pittsburgh Reflectors.

5-Year Service Guarantee

A straightforward guarantee of 5

years' freedom from cracking, checking, peeling or tarnishing—exclusively Pittsburgh.

Immediate Shipment

No waiting now, and no waiting later if you add to your store and have additional windows to equip. Our own glass factory assures a constant supply. Color screens can be furnished with Pittsburgh Reflectors, or for those already installed.

Let our show window experience help you.

Pittsburgh Reflector & Illuminating Co.

3rd Ave. and Ross St.

Chicago Office:
565 W. Washington Street

PITTSBURGH, PA.

San Francisco Office:
75 New Montgomery Street

Every Feldman Wax Figure has true style and personality

Feldman's Humanized Wax Figures add real selling efficiency to any window in which they are used.

They have all the grace and vital charm of the most attractive living model and show off every garment at its very best.

Test the selling qualities of a Feldman Figure by putting one in your window.

Send for our Catalog

Our latest catalog shows our full line of figures and everything for the display man. Metal and Wood Fixtures, Papier Mache Forms, Valances, Artificial Flowers, and many Original Novelties.

Write us today



Feldman Fixture Co.,

32 West 32nd St.
New York City



BATHING SUIT DISPLAY BY BERT A. SMYSER FOR STONE-FISHER CO., TACOMA, WASH.

This was an unusual display that served its purpose admirably in attracting and holding attention. In the middle of the background was placed an immense frame with velour curtains on either side. Back of the frame was a marine scene and in the foreground was a bathing girl perched on a post. Back of her were two active electric fans which blew out her loosened hair and her scarf out at right angles in a real gale effect. This breezy effect corresponded perfectly with the stormy clouds in the painting. A palm in the foreground gave sufficient tropical effect.

ship, and said he would think of them constantly while on his trip.

Plans were perfected for the big "Funfest Dance" at the Arcadia April the 29th. The efforts of the boys were all repaid at this affair, which was given to raise funds to help defray the expenses of the convention trip to St. Paul. More than 1,500 guests attended the dance, the feature of which was a prize fox trot. The club issued some clever and attractive advertising matter for the dance, and this and the fact that the Display Men are known as good entertainers drew the crowd.



The Kansas Convention

THE fourth annual convention of the Kansas Association of Display Men, held at Hutchinson, May 9 and 10, was a big success in every way. The attendance was large and the program unusually interesting and instructive. The meeting was opened by a president, J. H. Everetts, with a short talk. President Everetts introduced J. R. Beeching, of Hutchinson, who presented the visitors with the "freedom of the city." This address was responded to by W. B. Greenwald who thanked Mr. Beeching and made an interesting talk on the aims of the association. Carl Meier, of Chicago,

then addressed the meeting extending an invitation to the Kansas boys to attend the St. Paul convention.

It was decided that the judges of photographs and show cards should be one display man, one scenic artist, and one merchant. These were appointed and adjournment for luncheon was taken.

The first number of the afternoon program was an interesting talk by Harry L. Smith, Chairman of the Retailer's Bureau of the Chamber of Commerce. He spoke interestingly on the advertising value of the show window. Basil H. Logan, of the Kloor Clothing Co., Wichita, gave a demonstration of men's hats and how they should be displayed. J. G. Wiegard, of the Leschesky Dry Goods Co., gave a novelty demonstration that was well received. J. Harold Doty, of the Peoples Cleaning and Dyeing Co., Wichita, made a practical talk as to the dyeing and cleaning of velours, curtains and other fabrics used in the show window. Hugh L. Gordon, of Wichita, demonstrated and explained new ideas in showing men's wear. Mr. Gordon produced a number of new and interesting stunts in this line.

Then followed the election of officers and the choice of the next convention city. The officers chosen were: President, E. Leo Harris, Wichita; first vice-presidents, respectively, Hugh L. Gordon, of Wichita, and B. F. Fennimore, of Independence; secretary and treasurer, R. S. Griffie, Topeka.

PRICES SMASHED! CARD BOARD SALE

*Market has reached lowest level
Buy your "sale sign" stock now*

| WHITE | | | COLORED | |
|--------------------------------------|-------------------|------------------|---|---------------------------------------|
| | Per 100 sheets | Per 50 sheets | | Per 100 sheets Per 50 sheets |
| 6 ply, coated one side, 22x28..... | \$6.25 | \$3.38 | 6 ply railroad boards, coated 2 sides, 22x28, cardinal... | \$6.50 \$3.40 |
| 6 ply, coated two sides, 22x28..... | 6.60 | 3.58 | 6 ply railroad boards, coated 2 sides, 22x28, pink | 6.50 3.40 |
| 8 ply, coated one side, 22x28..... | 6.90 | 3.70 | 6 ply railroad boards, coated 2 sides, 22x28, dark blue | 6.50 3.40 |
| 8 ply, coated two sides, 22x28..... | 7.40 | 3.94 | 6 ply railroad boards, coated 2 sides, 22x28, purple... | 6.50 3.40 |
| 10 ply, coated one side, 22x28..... | 7.95 | 4.30 | 6 ply railroad boards, coated 2 sides, 22x28, orange... | 6.50 3.40 |
| 10 ply, coated two sides, 22x28..... | 8.75 | 4.60 | 6 ply railroad boards, coated 2 sides, 22x28, lt. green. | 6.50 3.40 |
| LESS 10% IN CASE (1000 SHEET) LOTS | | | 6 ply railroad boards, coated 2 sides, 22x28, yellow... | 6.50 3.40 |
| | | | 6 ply railroad boards, coated 2 sides, 22x28, black.... | 6.50 3.40 |
| | | | 6 ply railroad boards, coated 2 sides, 22x28, light blue | 6.50 3.40 |
| | | | 8 ply railroad boards, coated 1 side, 22x28, gray..... | 6.50 3.40 |

No charge for crating. Small extra charge for cutting. Samples on request. Prices F. O. B. Detroit or Chicago. Complete catalog of show-card and sign-writer's supplies mailed on request.

SUPPLY DEPARTMENT

Detroit School of Lettering
OFFICES & SALESROOMS 82-84 GRISWOLD ST. DETROIT MICH. U.S.A.

"Largest Dealers in the World Catering to the Sign and Show Card Writer Exclusively"

"The Pioneer Supply House"

Established 1899

*Display Windows
Beautified*



A Showing of New Ideas in Modern Art Scenic Backgrounds and Artistic Decoration for Effective Window Displays.

Send for our New Fall Catalog

The Modern Art Studios
431 NORTH CLARK ST., CHICAGO.

*Hess
Holly Cards
for the
Season of 1921*

*Will be the
largest and best line
ever offered*

⊙

G. Wallace Hess
514 North American Building
36 South State Street
Chicago



RIBBON DISPLAY, BY C. S. NICHOLS, FOR WHITE COMPANY, BOSTON.

This picture shows a very original and effective window display. The butterfly girl was an idea suggested by Harold Brandis, and carried out by Mr. Nichols, display manager, and his assistants. This unusual setting created a good deal of favor, commented on by buyers and business people from other stores, as well as the public in general. The colors

used in the body of the butterfly are corn and black. The wings were covered with black satin ribbon and the spots were done in tones of orange, orchid and Nile. Small real butterflies were used about the figure. A spotlight concealed behind the small card at the left effectively helped the brilliancy of this display.

Wichita was chosen as the next convention city. After some discussion, the afternoon session was adjourned.

In the evening at 7:30, the display men and their wives met in the lobby of the Chalmers Hotel and went in a body to the Auditorium where the banquet was served. Charles W. Moderow, of Chicago, served as toastmaster. President-elect Harris, Carl Meier, and R. T. Whitnah made brief speeches after which Toastmaster Moderow called upon each visitor for a few words. Later a theater was attended with W. C. Robertson of the Midland Theater acting as host.

Tuesday morning the convention was called to order by the president and the opening number was a demonstration of the handling of shoes and hosiery by A. W. Cunningham, of the Rorabaugh-Wiley D. G. Co., of Hutchinson. There was a general discussion following this demonstration. R. T. Whitnah, of the Crosby Co., Topeka, then gave a talk on color harmony. This was illustrated with a color chart and colored silk. B. F. Fennimore, of Independence, used well-known brands of underwear, hosiery, etc., in demonstrating the display of men's wear. The official photograph was then taken and the time before adjournment was spent in viewing the photographs and show cards. E. Leo Harris was awarded the grand prize.

The first number on the afternoon program was a drape by E. Leo Harris. The draping had been done previously by Mr. Harris and was then taken apart and explained. Next W. L. Stensgaard gave an interesting talk on backgrounds.

Carl Meier, of the Adler-Jones Co., gave a talk on flowers. This was followed by Chas. W. Moderow, of the Schack Artificial Flower Co., with a demonstration of flower arrangements in the window.

O. B. Arntzen, of Eureka, gave an excellent talk explaining the awarding of the prizes and made a number of practical suggestions. Next came a first class draping demonstration by Fred L. McMurray, of McPherson, after which the officers were sworn in and the meeting adjourned.

A dance was held in the convention hall, Tuesday evening, and the audience was entertained by Miss Grace Briggs with several songs that were much engaged. At midnight the orchestra played Home, Sweet Home, and the fourth annual convention of the K. A. of D. M. became history.



To Form Chicago Local

THERE is a movement on foot to organize a local club in Chicago to be associated with the I. A. D. M. There are already several members of the association in the city and a superficial canvass has shown that there are many other display men who will be glad to join provided a regular local organization can be arranged for. It now appears highly probable that a club with a flourishing membership will be organized in Chicago before the St. Paul convention takes place.



Modern Art Draping Figures will put new life into your dress goods department

THESE draping figures are a marked improvement over any novelty form that has been offered heretofore. They are about life size and designed in a modified new art style and are exceedingly attractive and graceful. They are appropriate for the display of the costliest silks and similar materials and of a standard suitable for use by the most exclusive stores.

Made from $\frac{7}{8}$ -inch lumber and perfectly finished, beautifully and artistically painted in flat oil colors in a wide range of designs. Far more effective than wax figures or papier mache forms for draping every kind of dress materials, from the costliest silks to inexpensive cottons.

Use these forms for summer displays and save your wax figures.

Write today for full particulars about this attractive novelty.

It is high time to be considering your fall displays—Write us.

Bodine Spanjer Co.,

1160 Chatham Court, Chicago

D I E T Z Distinctive Decorations

Let us quote you prices on your next decorations. You will find our designs original and highly artistic and our values are invariably as good as can be found in any market. If you will give us an idea as to your requirements, we will be pleased to send samples or a salesman.

E. C. DIETZ
219 E. 34th St., New York

HEY! FELLOWS!



How about that Fall opening and appropriate color effects for live show cards? NAT-MAT has them for you. Delicate Tan, Fawn, Autumn Brown and many others. Order now. Factory prices. Samples free.

NATIONAL CARD, MAT & BOARD CO.
Manufacturers
218 W. Superior St., Chicago, U. S. A.

Minneapolis Day

TUESDAY, July 12, has been selected as "Minneapolis Day" at the St. Paul Convention and an exceptional program has been arranged for that day. The Park Board of Minneapolis has granted the exclusive use of the pavilion at Lake Harriet for the afternoon and evening, a concession that has never been made before for any organization. This courtesy has been arranged through the courtesy of the Minneapolis merchants who will be met at the Auditorium in St. Paul preparatory to the automobile trip to Lake Harriet, including a tour through the parks and boulevards of Minneapolis. All of the many 'beauty spots' as well as important industries will be viewed on this trip.

After the arrival at Lake Harriet, lunch will be served out-of-doors and an entertainment will be furnished for the evening. This should be one of the most delightful evenings spent at any convention. The wondrous beauty and charm of Lake Harriet is alone worth the trip to the convention. It was largely through the efforts of W. H. Hinks that this feature has been arranged for by the Minneapolis merchants.



Draping in England

THE British Association of Display Men is proving to be a helpful organization in England in much the same manner as the I. A. D. M. is in this country. Meetings are held from time to time and educational programs are carried out in which the various members contribute talks and demon-



DRAPED BY H. A. DOWN FOR SELFRIDGE & CO.

strations covering the various points in window display and decoration. At a recent meeting held in the Palm Court of Selfridge & Co., Ltd., London, Harold Ashford Down gave a demonstration of living model draping and various phases of wax figure and form draping. Mr. Down's demonstration was highly interesting and included a complete "window" showing a combination of unit and figure drapes which were used to show to the audience the fundamental prin-

ciples of draping and the display of dress goods and accessories.

Among other figure drapes, Mr. Down showed and explained two used by him in a prize winning window awarded a prize in the recent contest promoted by the British Advertising Exhibition. These represented an old style crinoline gown and one in the current fashion. The crinoline dress was almost instantly converted into the most recent mode by



LIVING MODEL DRAPE BY MR. DOWN.

removing the crinoline and revealing beneath a previously draped creation. Accompanying pictures illustrate two drapes made by Mr. Down with uncut materials over living models.

Mr. Down is a member of the Executive Committee of the B. A. D. M. and is head window dresser for Selfridge & Co., acting under Display Manager Seal, who has charge of the windows for that firm.



Michigan Display Men's Rally

THE various local display men's clubs of Michigan are planning to hold a big rally that will be conducted under the supervision of the Detroit Display Men's Association on September 14th. While the details of the program have not as yet been fully completed, the general idea is to have a free and easy, get-to-gether meeting with a quick-action schedule of talks, demonstrations, etc. All of the numbers are to be condensed to the minimum.

The meeting will be a one day compendium of snappy, up-to-the-minute stunts of the most practical character intended to help the merchants of the state through their windows and otherwise, in the general boosting of business and getting retail sales back to normal conditions. The idea is an exceedingly good one which might be emulated with good results by display men's associations in all parts of the country. It is through stunts like this that the display man is gaining a position of recognized importance in the eyes of the business world.



Proper Window Displays Are Made Up of Four Distinct Units

1st—50% Selling Power.
3rd—15% Originality.

2nd—25% Artistic Effect.
4th—10% Cost.

Getting all of these points requires proper display fixtures.
The Onli-Wa is the Best Way. Let us serve you Now.
Our latest catalogs are full of new ideas for your service.
Send for them today!

The Onli-Wa Fixture Co.

Originators and Manufacturers of Our Own Fixtures
Main Office and Factory, Dayton, Ohio

New York—255 Greene St.
Pittsburgh—937 Liberty Ave.
Denver—319 14th Street

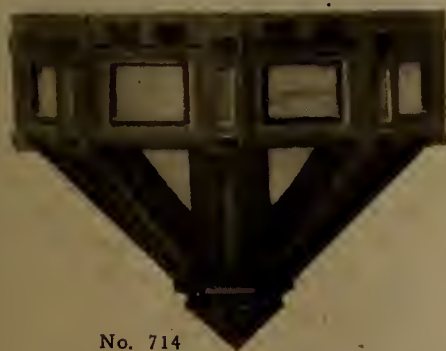
DISPLAY ROOMS:

Minneapolis—242 Plymouth Building
St. Louis—1209 Washington Ave.
Chicago—401 Medinah Bldg.
Detroit—201-3 Broadway Market Bldg.



ARE YOU PLANNING ON NEW FIXTURES FOR YOUR FALL OPENINGS?

IF SO, IT WILL PAY YOU TO WRITE US ABOUT OUR LINE



No. 714

No. 714—Art shade, size 11x14½ in.....\$9.50

This shade is also finished in polychrome with art glass inlay, to be used as a shield for any wall light.

No. 711—Light fixture, size 13x7 in.....\$12.00

Finished in polychrome, wired for two lights, complete.

No. 711A.—Same design for one light.....\$7.50

Our line will be shown at the St. Paul Convention.
When in Chicago, visit our showroom. We are within five minutes ride from the loop.

CHICAGO STATUARY MFG. CO.

401 North Desplaines St.

CHICAGO



No. 711



No. 4767/10

PALM PLANT

Natural Prepared, Everlasting

| | Inches High | Palm Leaves | With Pot | Without Pot |
|---------|----------------|----------------|-------------|----------------|
| 4767/4 | 24 | 4 | \$1.10 | \$0.60 |
| 4767/5 | 30 | 5 | 1.25 | .75 |
| 4767/7 | 42 | 7 | 2.50 | 2.00 |
| 4767/10 | 48 | 10 | 3.00 | 2.50 |

My SEASONABLE CATALOGUE No. 4 containing illustrations in colors of Artificial Flowers, Plants, Vines, Garlands, Hanging Baskets, etc., will be mailed FREE FOR THE ASKING.

FRANK NETSCHERT

No. 61 Barclay St.,

New York, N. Y.



New window display fixtures will draw more customers and insure more sales.
For DURABILITY, PRACTICAL CONSTRUCTION and FINISH our fixtures cannot be surpassed.

Send for our FREE catalog

Artistic Wood Turning Works

Formerly Polay Fixture Service

517 No. Halsted St.

Chicago

Lansing, Mich., Organizes

IN Lansing, Mich., at a dinner given by Arthur E. Lyons, President of Hugh Lyons & Co., at the Country Club recently, local window display men organized "The Lansing Club" and affiliated with the International Association of Display Men. The purpose of this club will be to get better displays, better advertising, and better business for Lansing.

Several men have already promised to attend the national convention, which will be held at St. Paul, Minn., July 11th to 14th. They will also enter in competitive contests and feel sure of bringing home the prize as has been proven in previous contests.

The following officers were elected: President, Joe S. Clark, of the G. W. Knapp Co.; vice-president, John M. Metcalf, of Shubel's Shoe Store; secretary and treasurer, Otto R. Greschke, of Dancer-Brogan Co.



Dayton Men Hold Luncheon Meeting

REGULAR Thursday noon day luncheon meeting of the Dayton Association Display Men, was held at the Rike-Kumler dining rooms, with 23 members and 2 visitors in attendance.

Mr. Wellinghoff, representative of the Chicago, Milwaukee and St. Paul railroad informed the men of the special accommodations from Chicago to St. Paul railroad, which will be granted the Ohio Display Men in July. Special Ohio train will be fitted with all accommodations, chair car, Pullman, dining, parlor cars, etc. Dayton Display Men will have a direct route to Chicago, via the Pennsylvania line, which will arrive in time to make connections with the special Ohio Train leaving Chicago at 6:30 P. M. July 10, arriving in St. Paul 7:20 A. M. July 11. Special rate to all Ohio Display Men has been allotted by this division.

The discussion period was largely consumed by talks upon the Toledo program, and everyone responded heartily with valuable suggestions, that will make the February State Convention to be held in Dayton a big success.

No organization, so far as is known, is doing more at the present time to put Dayton upon the map, than is the Dayton Association of Display Men, who are to be highly complimented upon the good work they are doing.



RICHARD A. THEWS, who was display manager for Frank Stein & Co., of Oshkosh, Wis., resigned that position to take over the management of the advertising and merchandise departments for Scoll Bros. Company, of Sheboygan, Wis. While not actively engaged in window display, Mr. Thews will continue to take a lively interest in this work.



E. P. LAVIN, until recently display manager for the E. Yowell-Drew Company, Orlando, Fla., is now in charge of the displays of the Oppenheimer-Alsop Company of Oscaloosa, Iowa. The latter firm is a consolidation of the Bauldauf-Rosenblatt Company, Frankel Dry Goods Company, Oppenheimer and the Golden Eagle. Before going to Florida, Mr. Lavin was display manager for the Frankel Dry Goods Company, one of the four consolidated stores with which he is now associated. Alfred Link of Orlando succeeds Mr. Lavin in the Yowell-Drew Company store.



G. E. MOSS, who for some time had charge of the windows of Fountain's in Greenwood, Miss., has given up that position to accept a similar one with Weiler's of Portland, Ind. Mr. Moss will handle the advertising for the Weiler store as well as the show windows.



JEROME JAFFREY, display manager for Newcomb-Endicott Company and President of the Detroit Association of Display Men, was called to New York by the death of his father. While in the East, Mr. Jaffrey took the occasion to look the market over for display equipment and decorations of all kinds.



DISPLAY BY JOSEPH J. O'BRIEN FOR HALLE BROS. CO., CLEVELAND

A New Line of Exclusive Art Designs for Window Decorations

After nearly fifty years spent in the successful designing and production of high class scenery and stage settings for the best theaters in America we take pleasure in the announcement of the opening of a new Specialty Department to be devoted exclusively to designing and producing decorations and settings of the highest class for Show Windows.

We will specialize in Backgrounds, Screens, Panels, Centerpieces, Shades, Special Fixtures, Hangings, Draperies and Decorations of every description.

The new department will be under the management of Leslie S. Janes who is well known to display men and an authority on high class decoration.

We have in preparation some interesting literature which will be mailed upon request.

Sosman & Landis Co.

417 South Clinton Street Chicago



**QUALITY
DESIGN
and PRICE**
are the three
elements the
displayman
considers in

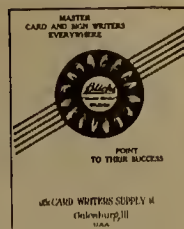
selecting the decorations for his windows. We can give perfect satisfaction in all three. This is clearly demonstrated by the great growth of our business during the past two years.

We have a remarkable line of decorations designed especially for summer displays. They are exceptional values and will help to bring trade to your store during the dull months.

Mutual Flower Co.

82 West Third Street, NEW YORK
DISPLAY ROOM: 1142 BROADWAY

**CARD WRITERS!
SIGN WRITERS!**
This Big New Book Will
Save You Money



IT IS
FREE
AND CONTAINS OVER
200 PICTURES
OF BLICK'S
FAMOUS

"MASTER-STROKE" BRUSHES
AND SUPPLIES

WRITE FOR YOUR COPY TODAY AND

COMPARE OUR PRICES

ADDRESS DESK M6

THE CARD WRITERS SUPPLY CO.
Galesburg, Ill.

EVERY "MASTER-STROKE" SOLD ALWAYS
SELLS ANOTHER

**Quantity Repeat Orders
Daily Being Filled for**

Bradlite

**THE
COLOR MATCHING
LAMP**

BRADLITE is a portable lamp complete in itself, by which colors may be accurately matched at any time of day or night. It can be instantly installed in any department and is always ready for use.

\$12.00 Net

BRADLITE is the latest modern refinement which, added to a store's equipment, creates the impression of solicitous attention to your customers' requirements. It is the newest development in modern scientific store service, and its use will place your store far ahead of your competitor's in the minds of the buying public in your city.

*If BRADLITE does not do as we claim—
SEND IT BACK*

I. L. BRADFORD & COMPANY
178 W. Jackson Blvd. CHICAGO



Pat. Pending

Placed at intervals upon the counters and show cases of such departments as require accurate matching of colors BRADLITE will effect a wonderful saving of time, annoyance and dissatisfaction for both customers and sales people.

Window Decorations and Equipment

Displaying Fixtures

Clinton Smiley, manager of the Chicago branch of J. R. Palmenberg's Sons, Inc., is an enthusiast in the matter of good display fixtures and his particular hobby is wax figures. "Wax figures will sell anything that can be put into a show window," says Mr. Smiley. "They not only will sell garments for men, women and children, but they will sell hardware, sporting goods, toilet articles, washing machines, phonographs, groceries and almost anything else one can mention."

A few years ago, wax figures, with a few exceptions, were used to display clothing of one sort or another. Today they are used almost universally by stores of all kinds and the demand for high class figures is increasing with each season. A good wax figure certainly is a big selling help. They are now modeled so accurately and are so realistically posed that they can be made to fit naturally into almost any scene and answer practically the same purpose as a living demonstrator in the window. The growth of the use of wax figures by stores selling ready to wear has been enormous and there is every indication that this popularity will continue.

Mr. Smiley has an excellent show window which he handles in exactly the same manner as a live department store would. He believes thoroughly in window display and studies out his settings as carefully as any display man selling any other kind of merchandise. Furthermore, Mr. Smiley gets excellent results from his window. The accompanying photograph illustrates a recent "Bathing Suit" display that attracted much attention and sold a number of forms. The

figures were carefully dressed in up-to-date suits and each was gracefully posed, a handsome screen being used as a background.

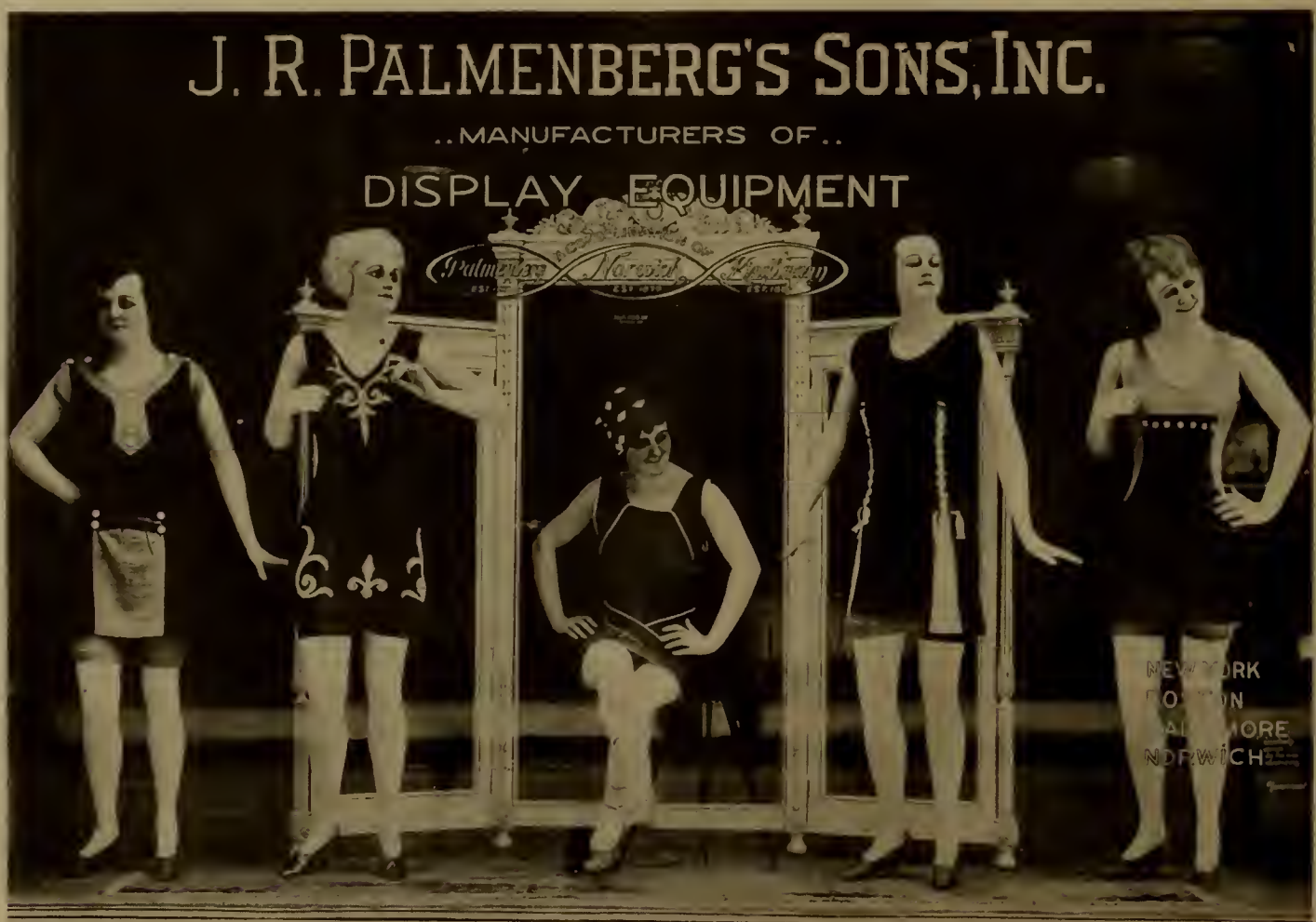
This window not only sold wax figures, but it also would have sold a lot of bathing suits if these had been included in the stock of J. R. Palmenberg's Sons. As long as this window was on exhibition, people kept coming into the store to ask the prices of the suits displayed. The Palmenberg window is always interesting, as Mr. Smiley changes them frequently and a different class of fixtures is shown every few days.



Art Novelties for the Window

The Bodine-Spanger Co., 1160 Chatham Court, Chicago, is producing some display and decorative novelties for the show window that are not only new but so attractive as to meet with the approval of the most critical display men and merchants. One of their latest innovations is a series of life size wood drapery forms. These are sawed from 7/8-inch lumber, carefully finished and painted in attractive flat oil colors. These figures are gracefully designed in modern art style and intended for stores of the highest class. They are not to be confused with cheap wall-board cut-outs, but are real works of art and will be widely used in displaying silks and similar high class materials.

Another Bodine-Spanger line that is making a big impression is a series of wall plaques of a very superior style of decoration. These plaques are made in all sizes and



A CLEVER DISPLAY IN WHICH THE WAX FIGURES SOLD THEMSELVES.

SPECIAL *To* **Display Men**

We'll see you at the
I. A. D. M. Convention

We make fixtures adapt-
able to your ideas.

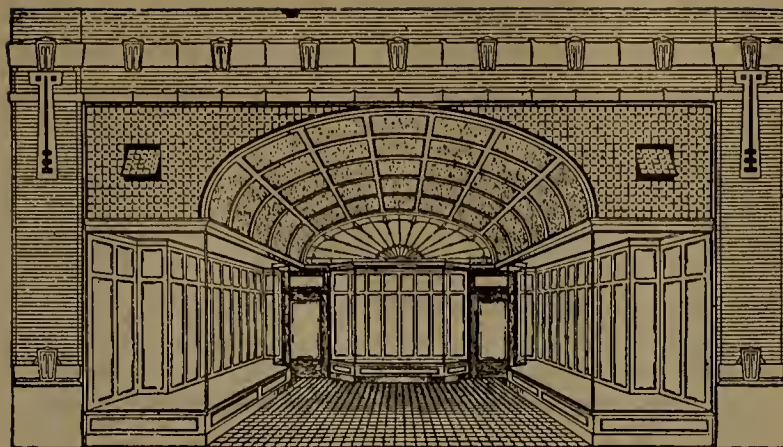
WHY KEEP
in the Usual
Rut
BE
ORIGINAL

Let Us Help
You Catch the
Passerbys' Eye
with a New
and Novel
Display

*We are Specialists in Developing
Your Ideas*

NORTHERN FIXTURE CO.

25 Main St. S. E., Minneapolis, Minn.



Kawneer
SOLID COPPER
STORE FRONTS

Draw Buyers Inside to BUY

Sales increases ranging from
25% to 50% are common among
stores equipped with Kawneer
Fronts.

New business can be traced
directly to the sales-pulling de-
sign of Kawneer Fronts.

"I saw what I want in the
window" soon becomes a fa-
miliar phrase to salesmen in
Kawneer-equipped stores.

Kawneer Fronts have helped
more than 100,000 progressive
merchants sell more goods.
We can help you. Let us
show you how. Just pin the
coupon to your letterhead and
mail today.

THE
Kawneer
COMPANY
NILES MICHIGAN

*The Kawneer Company,
1802 Front Street, Niles, Michigan*

Please send me one of your Books of Designs.

Name

Address

Stimulate Business

**Make Your Windows
Attractive and Increase
Your Sales**

A perfect window display is the sure road
to success.

Our line of decoratives will assist you in
arranging your trims. Everything in
Paper, Flowers, Baskets, etc., for the dis-
playman.

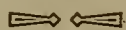
Send for catalogues.

**DOTY & SCRIMGEOUR
SALES CO., INC.**

30 Reade Street
New York

shapes; they are painted by a poster artist in a style that has individuality, strength and the greatest possible decorative value. There is no limit to the variety of subjects in which the design can be furnished. One or two of these novel plaques hung upon a background will make a complete decorative treatment for a show window suitable to any ordinary occasion. The new Bodine-Spanger plaques represent the best of show window art and are of a character that makes them suitable for permanent decorations for the home or anywhere that real art is appreciated.

This line will be shown at the St. Paul convention and must be seen to be appreciated. There will be a big demand for Bodine-Spanger plaques for fall openings and it is suggested that orders be placed at the earliest possible moment as the output is necessarily limited owing to the fact that each one is strictly hand production. Display men who can give a rough idea as to the character of decorations required will be furnished with sketches upon request.

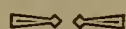


L. Baumann & Company

L. Baumann & Co. has just completed important improvements which will give the firm one of the largest and most attractive display rooms in the country for the showing of artificial flowers and window decorations. The new show room is about 28x130 feet and is fitted with the most modern lighting equipment with a view of showing flowers, etc., under the same illuminating conditions as would exist in a well lighted show window.

Model show windows of various sizes and with backgrounds of different kinds will also facilitate the display man in visualizing Baumann Decorations in his own window. This company has for many years been a leader in floral decorations and, during the past few years has been adding novelties of many kinds to meet the requirements of the most advanced methods of show window decoration.

E. V. Wiley, the well known display man, now is in charge of the city sales department of L. Baumann & Co. Mr. Wiley has a wide acquaintance among display men, having been active in local associations of the I. A. D. M. in Detroit, Saginaw, Port Huron and other Michigan cities. He is a clever designer and will prove a valued addition to the Service Department of this firm.



A New Line of Decorations

A new line of art window decorations of the highest type has just been completed and is now being offered by Sosman & Landis Company, of Chicago. While this name may be new to display men it is well known among theatrical producers.

For nearly half a century, Sosman & Landis Company has been engaged in the production of scenery and stage settings for the leading theaters of America. Some of the most notable theatrical production have been assisted in their success by this famous studio, which is known from New York to San Francisco for the artistic originality and striking beauty of the effects produced by the capable staff of artists of Sosman & Landis Company.

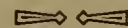
Appreciating the kinship between the show window and the theater, this company has for a number of years been planning to enter the new field of show window and store decoration. Plans have now been perfected and a gorgeous new line is now ready for the display man. The new decorations are of a type that combines the best and most modern ideas that have been developed in stage effects, combined with

the most advanced principles of show window treatment. The display man will be justified in expecting much from the Sosman & Landis window decorations.

Display men will take added interest in this line when it is learned that the new department is under the management of Leslie S. Janes who is well known to the profession through his contributions to the literature of the show window. He is the author of the Display Manager's Handbooks of Egyptian and Japanese Decoration, which have been found of great practical value by hundreds of display men. Mr. Janes has back of him a splendidly equipped studio and a staff of highly capable artists and artisans.

The new line will cover a great variety of original decorative features including backgrounds, panels, screens, draperies, window furniture, lamps and shades, embroideries and endless other art essentials that are different from the usual decorations. In connection with the scenic studio there is maintained a modern woodworking shop with a corps of expert workmen who are qualified to carry out the most finished cabinet work.

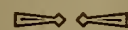
Illustrated literature, showing the new style of decorations for the Autumn season, is now in course of preparation and will soon be ready for distribution. Display men are requested to send in their names for the mailing list to Sosman & Landis Company, 417 South Clinton St., Chicago. The descriptive literature being prepared is of a kind that the display man will find exceedingly helpful.



Handsome Backgrounds

The Decorators Supply Co., Chicago, recently completed the installation of a notably fine series of permanent window backgrounds for Kaufman's new store in Springfield, Ohio. The backgrounds were designed to show off the highest class of men's, women's and children's ready-to-wear garments and accessories, and the Decorative Supply Co. was given practically carte blanche in the preparation of a design and the choice of material and finish. The result is a background that is as nearly perfect as possible. The design is of classic simplicity with ornamental pilasters and carved relief ornaments that are in perfect keeping. A background of this kind is an excellent investment for any store as the first cost will be spread over many years. Such a background as this is so rich and ornamental in itself that, for all ordinary occasions, but little additional decoration is required to set off the merchandise to advantage.

The Decorators Supply Co. specialize in hardwood backgrounds and a staff of expert architectural designers is kept busy developing new ideas applicable to the display of high class merchandise. In addition to the best of the period styles, many new decorative conceptions are being added in the production of background designs that deserve to rank with the best that has been done in fine furniture designing. One of the features of the designs emanating from this house is their permanency. They are of a character to last for many years and grow in attractiveness rather than grow tiresome with passing years.



JULIUS G. HIRSCHFIELD, who is well known to New York display men, is now connected with the Riceman chain of stores as assistant buyer of waists, hosiery and underwear and also has supervision of the window displays with offices at 600 West 181st St. Mr. Hirschfield was for 14 years an assistant for F. G. Schmehl in the J. B. Greenhut & Co. store and in recent years has occupied various positions in buying and decorating departments of New York stores.

For SUMMER WINDOWS Beach Cloth

will help you to make them more attractive at a small cost. It is a striking art drapery fabric in fine color combinations. Checks or wide stripes in green, blue, brown or black combined with natural. Border of this ad is about one-third size.

Cloister Cloth

is a wonderful fabric for window decorating.

We carry a big line of Art Fabrics of All Kinds

Let us know what you want. We will be glad to send samples.

ELMS & SELLON

906 Broadway New York
2 N. 11th St., Philadelphia
742 Market St., San Francisco
309 W. Adams St., Chicago
52 Chauncey St., Boston

DISPLAY MEN AND CARD WRITERS

YOU MUST HAVE THE

BIG NEW



CATALOG

FOR PROPER CARD WRITING
MATERIALS

It's ready for you

WALLBRUNN, KLING & CO.

327-29 So. Clark Street

Chicago, Ill.

"Speltz Ornaments"

A Wonderful New
Art Publication
for the Displayman

Four volumes in 3 and 4-color process; 240 plates, size 10½ x 13 inches, giving thousands of authentic details in Antiquities, Medieval, Renaissance, Rococo and Neo-Classic styles.

Space does not permit of a full description of this remarkable publication here. Write us or call at our display room. Just off of State Street.

C. Broes Van Dort Co.

19 W. Jackson Blvd. Chicago



SALES PENNANTS

Just What You Want

A wonderfully attractive way of featuring your special sales—the smaller pennants for trimming around the windows, show cases, etc., and the larger ones for decorating the store and lobby. We carry in stock ready for immediate shipment the following titles:

| | |
|----------------------|---------------------|
| Great Clearance Sale | Big Annual Sale |
| Great Discount Sale | Semi Annual Sale |
| Stock Reducing Sale | Our Season End Sale |
| Big Clean-up Sale | Inventory Sale |

Prices on these pennants are as follows:
8½ x 12½, \$3.00 per hundred
17x26, 50, \$2.50, or \$5.00 per hundred

Specify if you wish red or blue pennants. Price includes parcel post. Prices on special styles and sizes on request.

We ship the smaller pennants one-half of the quantity with the wording reading to the right and half reading to the left.

We make bill board posters, window hangers, show cards, car cards, cloth signs and all kinds of display printing from type or special engraved design.

WM. H. ASTON PRINTING CO.

Detroit, Mich.
325 W. Fort Street



Creators of the Newest Ideas in

Valances and Panels

French Drape Valance a Specialty

Write today for our new catalogue and prices

THE WINDOW DECORATIVE WORKS

1250 W. Fourth Street, CLEVELAND, OHIO

More Talks by the Old Storekeeper

256 PAGES
4½x7 in.

New Book by Frank Farrington

These new talks are better than the first set and more valuable to the merchant. This book is worth a hundred dollars to any merchant who is looking for ways to develop his business.

SYNOPSIS OF CONTENTS

| | |
|-------------------------------|---------------------------------|
| Those Mail Order Houses | The Travelling Man |
| Something About Clerks | A New Competitor Opens |
| How Retail Advertising Pays | A Customer's Point of View |
| The Clothes You Wear | How to Have Good Clerks |
| Handling the Money | Getting the Business Back |
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MERCHANTS RECORD & SHOW WINDOW
431 So. Dearborn St. CHICAGO



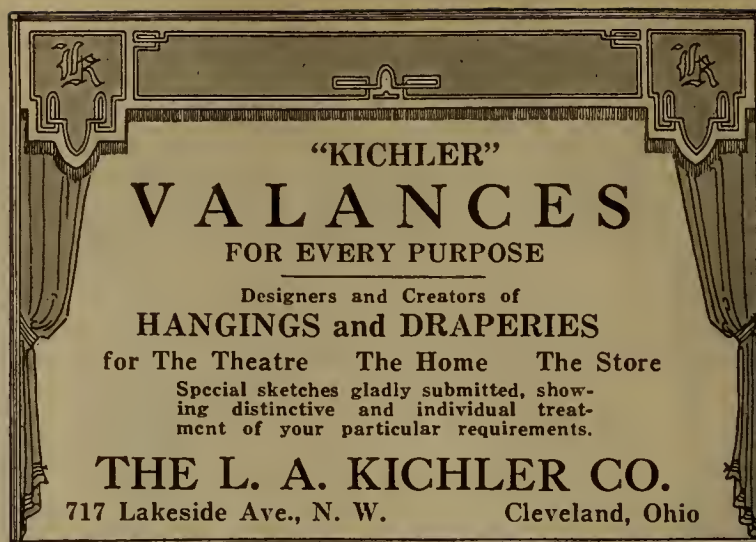


HARDWOOD FLOORS

For Your Show Windows

Any carpenter can lay these floors perfectly at a small cost. Leading stores throughout the country have installed our beautiful hardwood floors. Send for our handsomely colored catalog.

E. R. NEWCOMB
 Telephone Monroe 2960-6950
 1327 Washington Blvd., Chicago



"KICHLER"


VALANCES

FOR EVERY PURPOSE

Designers and Creators of
HANGINGS and DRAPERIES
 for The Theatre The Home The Store


Special sketches gladly submitted, showing distinctive and individual treatment of your particular requirements.

THE L. A. KICHLER CO.
 717 Lakeside Ave., N. W. Cleveland, Ohio



ELECTRIC WELDED

Best and Cheapest Price Card, Stands, Easels, Etc.



"Jaxon" Doll Stands Adjustable 6 Sizes

J. B. Timberlake & Sons, Mfrs.
 JACKSON, MICH.

No. 690



PAASCHE Model "D"

You Need One

of our Model "D" Air Brushes to use in decorating your spring windows. It will more than pay for itself before the season is over.

Paasche Air Brushes are made in all sizes for every kind of work. They are best for Show Cards, Signs and Window Backgrounds.

Our new Catalog

Is filled with clever new ideas for the card writer and display man. Send for it.

Paasche Air Brush Co.
 1229 Washington Blvd., CHICAGO

S. M. MELZER CO.

Manufacturers of

Display Fixtures
Show Forms



Wax Figures
Brass Railings

915 Filbert Street Philadelphia, Pa.



BETTER DISPLAY FIXTURES

Perfect Equipment Perfect Service

It will pay you to send for our new booklet.

D. W. Woodruff & Co. 860 Howard Street, San Francisco, Cal.

Make Your Show Windows Pay Your Rent



Our Line of Period Display Fixtures Will Help You Make Effective Window Displays

Many Sales Are Made on the Sidewalk
 New Catalogue No. 93 on Request

The Oscar Onken Co. 3748 West Fourth St. Cincinnati, Ohio, U. S. A.



ONYX PAPER

A new, original and effective paper for artistic window decoration.

Use it in Your Show Windows

A perfect reproduction of the genuine stone, our onyx paper is without doubt the most appropriate covering for window backgrounds and floors, panels, columns, dividers, pedestals, draping stands, scenic frames, units, flower boxes and other surfaces.

We also have a new paper that reproduces Circassian Walnut perfectly.

In stock in convenient size in many beautiful colors and patterns. Write for samples.

Now being used with splendid results by leading display men throughout the country.

AMERICAN LITHOGRAPHIC CO.
 19th St. & 4th Ave. NEW YORK

Want, For Sale, Etc.

All Notices under this Department, \$1.50 each insertion of 40 words or less, and 30 cents for each additional 10 words.

WANTED—Experienced Window Trimmer and Card Writer with selling experience. Good opportunity for advancement. Must be able to produce first class references. Apply, write, or phone 157, Mandel Ascher & Sons, Chicago Heights, Illinois.

FOR SALE—Eight beautiful vases, fifty inches high, original in design, finished in buff color and decorated in Rose and Blue. Also flowers to harmonize. Prices and photographs will be submitted on request. Address, Display Manager, Harzfelds, Petticoat Lane, Kansas City, Mo.

FOR SALE—One Botanical color lamp used three times, good as new. Will sell for \$25.00, cost new \$32.50. In small store, have no use for same. Will return money if not as represented. Address, A. R. Rosamond, c/o Woodford Clothing Company, Laramie, Wyoming.

SALESMAN WANTED—Who thoroughly understands selling window display fixtures. (Goods not made in Chicago.) Good salary or commission. State experience and territory. References to be exchanged later. Position open July 1st. Address, Box 392, MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago.

MANUFACTURER of display fixtures with office, store and shipping-room located in the most desirable section of New York City would like to get in touch with party wishing to establish an artificial flower business. This is an exceptional opportunity to make very good connections for any one interested, as the overhead expense would be reduced to a minimum. Address Box 393, c/o MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago, Ill.

SALESMAN WANTED—Who thoroughly understands selling window display fixtures. (Goods not made in Chicago.) Good salary or commission. State experience and territory. References to be exchanged later. Position open July 1st. Address, Box 392, MERCHANTS RECORD & SHOW WINDOW, 5707 W. Lake St., Chicago.

DAVID B. CHAMBERS

1802 Chestnut St.
PHILADELPHIA

"Everything for the Show Window"

Air Brush Stencil Designs

5 11x14 cut stencils with sketch of each, \$5.00

Can be used on different size cards.

Our Air Brush Colors won't clog the brush.

Let us send you circular of designs.

L. O. BUTCHER & BRO. 673 W. MADISON ST.
CHICAGO, ILL.

FOR WINDOWS AND BACKGROUNDS

Use Silk Plushes, Velours, Felts, Cretonnes
Tapestries and Sunfast Draperies

Write for Samples and Prices

F. A. RAUCH & CO.

410 South Market Street, CHICAGO, ILLINOIS

Index To Advertisers

| | |
|-----------------------------------|----|
| Adler-Jones Co. | 47 |
| American Lithographic Co. | 62 |
| Artistic Wood Turning Works. | 55 |
| Aston, Wm. H., Printing. | 61 |

| | |
|-------------------------------|--------------------------|
| Barlow-Kimnet Co. | Inside Front Cover |
| Baumann, L., & Company. | 5 |
| Bodine-Spanger Co. | 53 |
| Botanical Decorating Co. | Inside Back Cover and 64 |
| Bradford, I. L. & Co. | 57 |
| Butcher, L. O., & Bro. | 61 |

| | |
|------------------------------------|------------|
| Card Writers' Supply Co. | 57 |
| Chambers, David B. | 63 |
| Chicago Statuary Mfg. Co. | 55 |
| Compo-Board Company | 2 |
| Contents, Editorial | 1 |
| Curtis-Leger Fixture Company. | Back Cover |

| | |
|--|----|
| Daily, Bert L. | 3 |
| Decorative Fixture Co. | 8 |
| Decorators Supply Co. | 4 |
| Detroit School of Lettering. | 51 |
| Dietz, E. C. | 53 |
| Display Manager's Hand Book of Decorations. | 33 |
| Doty & Scrimgeour Sales Co. | 59 |

| | |
|------------------------------|----|
| Elms & Sellon. | 61 |
| Esterbrook Pen Mfg. Co. | 45 |

| | |
|----------------------------------|----|
| Feldman, L. A., Fixture Co. | 49 |
| Gasthoff, J. F. & Co. | 43 |

| | |
|------------------------|----|
| Hess, G. Wallace. | 51 |
|------------------------|----|

| | |
|--------------------|---|
| Imans, Pierre | 3 |
|--------------------|---|

| | |
|---------------------------|----|
| Kawneer Mfg. Co. | 59 |
| Kiehler, L. A., Co. | 62 |
| Koester School, The. | 37 |

| | |
|------------------------|---|
| Lyons, Hugs & Co. | 2 |
|------------------------|---|

| | |
|-----------------------------------|----|
| Melzer, S. M., Co. | 62 |
| Messmore & Damon, Inc. | 9 |
| Modern Art Studios. | 51 |
| Modern Artificial Flower Co. | 41 |
| Mutual Flower Co. | 57 |

| | |
|-------------------------------------|----|
| National Card, Mat & Board Co. | 53 |
| Netschert, Frank | 55 |
| Newcomb, E. R. | 62 |
| Northern Fixture Co. | 59 |

| | |
|--------------------------|----|
| Onken, Oscar Co. | 62 |
| Onli-Wa Fixture Co. | 55 |

| | |
|--|----|
| Paasche Air Brush Co. | 62 |
| Palmenberg's, J. R., Sons, Inc. | 39 |
| Pittsburgh Reflector and Illuminating Co. | 49 |


| | |
|------------------------|----|
| Rauch, F. A., Co. | 61 |
|------------------------|----|

| | |
|-----------------------------------|---------|
| Schack Artificial Flower Co. | 6 and 7 |
| Sosman & Landis Co. | 57 |
| Superior Brass & Fixture Co. | 45 |

| | |
|---------------------------------|----|
| Timberlake, J. B., & Sons. | 62 |
|---------------------------------|----|

| | |
|------------------------------|----|
| Van Dort, C. Broes, Co. | 61 |
|------------------------------|----|

| | |
|-------------------------------|----|
| Wallbrunn, Kling & Co. | 61 |
| Wants, For Sale, Etc. | 63 |
| Welch-Wilmarth Companies | 10 |
| Window Decorative Works | 61 |
| Woodruff, D. W., & Co. | 62 |



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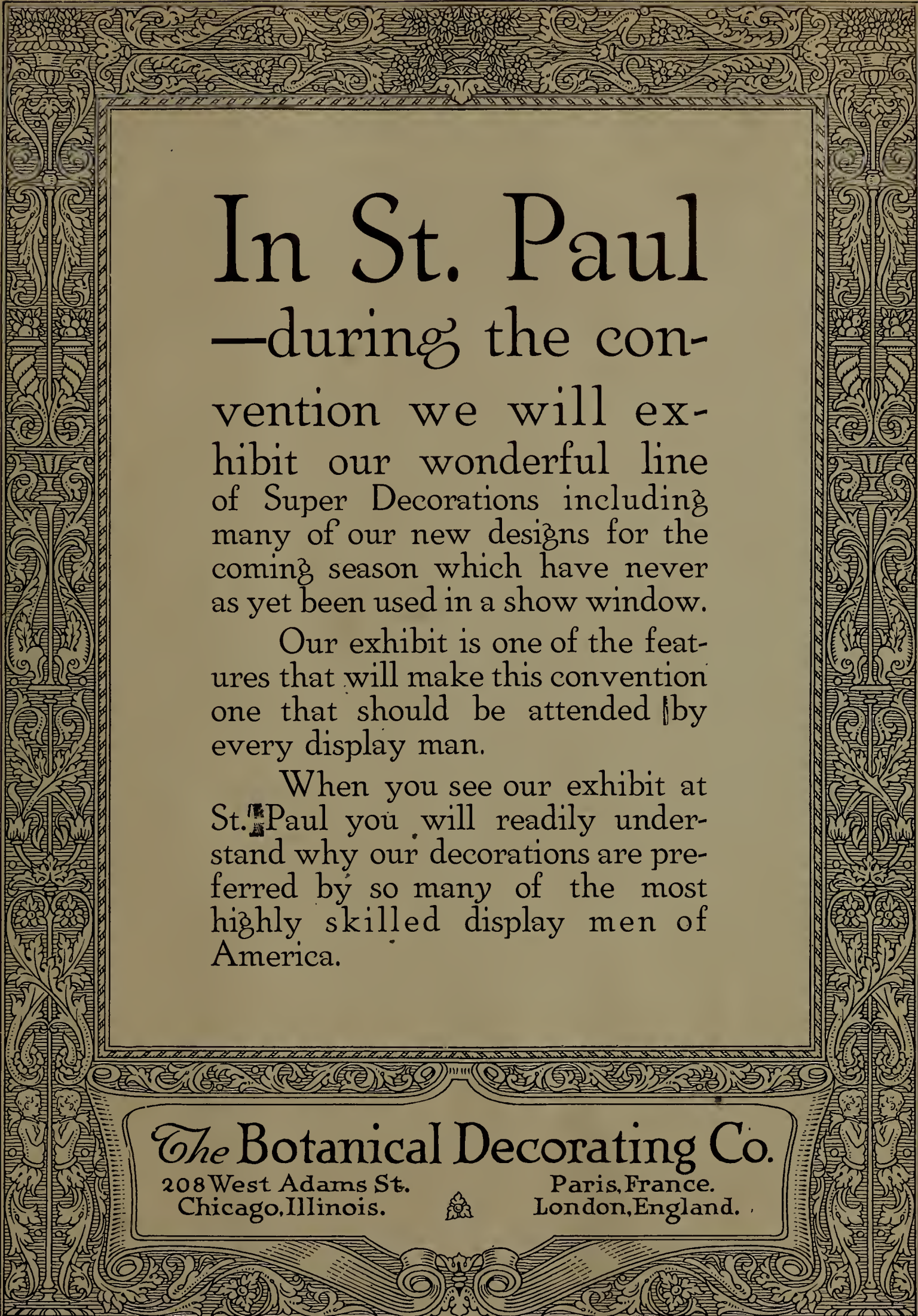
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